

## SOCIAL MEDIA POLICY

### Purpose

The purpose of the Nova Scotia Public Service Superannuation Plan Trustee Inc. social media accounts is engagement with the Plan Membership and the general public through the use of social media. PSSPTI social media accounts will be used to:

- Promote an understanding of the PSSP and to educate the Plan Members on their pension benefits
- Raise awareness of the PSSP's financial health
- Improve the dialogue and build trust with the PSSP Membership
- Correct misconceptions and errors

Use of PSSPTI social media accounts must adhere to all PSSPTI policies.

PSSPTI social media accounts will be managed and monitored by NS Pension.

### Definitions

Board	the Board of Directors of PSSPTI
Board Director/Director	a member of the Board
Chair	chairperson of the Board
Committee	the internal committees established by the Board, being Investment; Audit, Actuarial and Risk; Governance, Communications and Member Services; Plan Rules
Committee Chair	chairperson of a Committee
Employer Directors	Directors appointed by the Minister
Employee Directors	Directors other than those appointed by the Minister
Minister	the Minister of Finance and Treasury Board
NS Pension	Nova Scotia Pension Services Corporation

NS Pension Director	a Board Director who also sits on the board of directors of NS Pension
Plan	Public Service Superannuation Plan
Plan Membership/ Plan Members	active and deferred members, pensioners and survivors
PSSPTI	Public Service Superannuation Plan Trustee Inc.
Vice-Chair	one of two Vice-Chairs of the Board
Users	Any individual(s) and/or corporation(s) or other entities who engage in communication with the PSSPTI and/or the Administrator through use of the PSSPTI social media accounts

## Content Guidelines

Only public information will be published on PSSPTI’s social media accounts. Personal information, such as a social insurance number, phone number or employee number, will not be disclosed because it is information that would lead to the identification of a particular person. Confidential information will not be disclosed because it includes information not publicly disclosed which is of a sensitive or proprietary nature.

Information on PSSPTI’s social media accounts is made available for independent use and is not intended to provide Plan Members with benefits, retirement or investment advice.

PSSPTI and NS Pension are not responsible for any direct or indirect damages relating to errors, omissions or discrepancies on PSSPTI’s social media accounts. Plan Members and the general public are encouraged to contact NS Pension with any specific questions or concerns.

The information contained on PSSPTI’s social media accounts is for information distribution and discussion purposes only. In the event of a conflict between the information contained on the PSSPTI’s social media accounts and the information contained in PSSP Member communications and official PSSP documents, the information contained in PSSP Member communications and official PSSP documents will govern.

Please see Appendix “A” to review PSSPTI’s Social Media Account Terms of Use.

## Monitoring

NS Pension will monitor PSSPTI’s social media accounts during regular business hours. The views of participants commenting on PSSPTI social media feeds do not necessarily represent the views of PSSPTI or NS Pension. PSSPTI and NS Pension are not responsible for any online information

posted about their programs, services, benefits, representatives, or stakeholders that is not posted or authorized by PSSPTI or NS Pension.

## Privacy

PSSPTI and NS Pension are not responsible for any personal, confidential or otherwise inappropriate information posted by Plan Members or other individuals using PSSPTI's social media accounts. PSSPTI and NS Pension may remove posts that contain personal, confidential, or otherwise inappropriate information, but are not responsible for any damages caused by any delay or failure to remove posts that contain personal, confidential, or otherwise inappropriate information. Individuals who enter personal or confidential information on PSSPTI's social media accounts do so at their own risk.

## Reporting

To assist in ongoing planning and assessment of PSSPTI's social media accounts, there will be regular reporting of the activity in the accounts to the Board.

## Policy Review

The PSSPTI Governance, Communications and Member Services Committee is responsible for the biennial review of this Policy.

## Enquiries

Any questions pertaining to the application of this Policy should be referred to the Chair.

## References

- Privacy Policy
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**APPROVED BY MOTION** at the Public Service Superannuation Plan Trustee Inc. meeting of May 5, 2017, with subsequent amendments approved by motion on:

- May 3, 2018
- June 25, 2018
- December 18, 2019
- December 3, 2021
- November 30, 2023
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## APPENDIX 'A'

### SOCIAL MEDIA POLICY - TERMS OF USE

By engaging with PSSPTI through its social media accounts, Users agree to be subject to these terms of use and guidelines. Among other things:

1. PSSPTI and NS Pension may review tweets, posts, comments and messages, but may not reply to and/or moderate all discussion on PSSPTI social media feeds. Being followed by PSSPTI social media accounts does not imply endorsement of any kind. Users may occasionally share content that PSSPTI and/or NS Pension deem of interest to the PSSP's audience. Retweeting or sharing by PSSPTI social media accounts should not be interpreted as an endorsement of the originator, the content of the tweet or post, or any organization the tweet or post refers to.
2. PSSPTI and NS Pension reserve the right to block Users, or delete, edit or report their tweets, posts, comments and messages, for any reason, including tweets, posts, comments and messages that:
  - express racist, hateful, sexist, homophobic, slanderous, insulting, or life-threatening messages
  - are aggressive, coarse, violent, obscene, or pornographic in tone
  - are offensive to an individual or an organization, rude in tone, or otherwise abusive
  - are not sent by the author; put forward for advertising purposes and/or are written in a language other than English or French
  - are unintelligible, or otherwise inconsistent with the purposes of the PSSPTI's social media accounts
  - are repetitive or spamming of threads
  - include links to non-PSSPTI sites
  - infringe on intellectual property rights
3. PSSPTI and NS Pension reserve the right to remove, delete, or edit any tweets, posts, comments and messages that are factually incorrect or misleading. PSSPTI and NS Pension cannot and do not guarantee the correctness, accuracy, timeliness, reliability or appropriateness of the content posted by non-PSSPTI representatives. Any use or reliance on any content or materials posted via tweets, posts, comments and messages or obtained through PSSPTI's social media accounts is at the Users' own risk.

Disagreements and constructive arguments are welcome as part of the discussions; however, inappropriate, abusive, discriminatory, offensive or unlawful comments are prohibited and will be subject to deletion.

PSSPTI and NS Pension do not represent or warrant the correctness, accuracy, timeliness, reliability or appropriateness of the content contained in PSSPTI's social media accounts or that the content is free of viruses or other harmful code.

PSSPTI and NS Pension are not responsible or liable for any damages, whether direct, indirect, incidental, special, or consequential in any way arising out of or in connection with its social media accounts, including its content.