

## **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 educate the Plan Members about their pension benefits
- Raise awareness of the PSSP's financial health
- Improve the dialogue and build trust with the PSSP Membership
- Correct misconceptions and inaccurate information

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

In keeping with the Nova Scotia Accessibility Act (2017), PSSPTI will ensure that all social media content is developed and shared in ways that are accessible, inclusive, and written in plain language.

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. Direct messages on social media are not secure and Plan Members should not send personal or confidential information through them. 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.

To ensure accuracy and protect the integrity of communications, PSSPTI reserves the right to remove or correct posts that contain misinformation, misleading content, or AI-generated material

(including deepfakes or automated bot content). Links to non-PSSP sites may be removed if they are unauthorized, promotional, or pose a security risk, but links to credible, relevant third-party resources (e.g., government or pension-related organizations) may be permitted.

PSSPTI's Terms of Use will be guided by the Nova Scotia Human Rights Act and the Canadian Human Rights Act. Content that is racist, hateful, discriminatory, harassing, or otherwise violates protected human rights grounds (such as race, sex, sexual orientation, gender identity, disability, or age) will be subject to removal.

Please see Appendix "A" to review PSSPTI's Social Media Account Terms of Use.

PSSPTI is committed to making its social media content as accessible and inclusive as possible. While we work toward alignment with the requirements of the Nova Scotia Accessibility Act (2017), our focus will be on using plain language, providing alternative text for images, and ensuring content is clear and usable by all members.

Please see Appendix "B" to review PSSPTI's Social Media Account Guidelines for Accessible, Inclusive, and Plain-Language.

## 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.

Social media activity is primarily monitored during regular business hours. Notifications received after hours may be reviewed at the discretion of NS Pension, and any urgent issues will be addressed as soon as possible or on the next business day, depending on the nature of the issue.

## 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 support ongoing planning and evaluation of PSSPTI's social media presence, NS Pension will provide quarterly reports to the Board summarizing activity and performance across all accounts.

Reporting will include key analytics such as reach, engagement, and audience growth metrics to help assess trends and inform future strategies.

## 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

**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
- December 11, 2025
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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.

1. PSSPTI and NS Pension may review posts, comments and messages, but may not reply to or moderate all discussion on PSSPTI social media feeds. Being followed by a PSSPTI account does not imply endorsement of any kind. Content shared or reposted by PSSPTI or NS Pension is selected for its relevance or public interest and should not be interpreted as an endorsement of the originator, the content, or any organization mentioned.
2. PSSPTI and NS Pension reserve the right to block Users, or delete, edit or report posts, comments and messages that:
  - express racist, hateful, sexist, homophobic, slanderous, insulting, discriminatory, 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; are submitted for advertising or promotional purposes, or contain **unauthorized or promotional links** to external sites;
  - are written in a language other than English or French; however, content in other languages will not be removed unless it violates these terms;
  - are unintelligible, or otherwise inconsistent with the purposes of the PSSPTI's social media accounts
  - are repetitive or constitute spam;
  - infringe on intellectual property rights;
  - contain or promote **false, misleading, or manipulated content**, including misinformation, deepfakes, or AI-generated or bot content that could reasonably harm reputations or mislead the public.
3. PSSPTI and NS Pension reserve the right to remove, delete, or edit any posts, comments or messages that are factually incorrect or misleading. While every effort is made to ensure accuracy, PSSPTI and NS Pension cannot guarantee the correctness, timeliness, or reliability of content posted by third parties. Any reliance on content 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 may be removed.

PSSPTI and NS Pension do not warrant the correctness, accuracy, timeliness, reliability or appropriateness of the content contained in its social media accounts, nor that such 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, arising from or connected with its social media accounts, or any related content.

## **APPENDIX 'B'**

### **GUIDELINES FOR ACCESSIBLE, INCLUSIVE, AND PLAIN-LANGUAGE**

These guidelines support compliance with the Nova Scotia Accessibility Act (2017). Staff managing PSSPTI social media accounts should use this checklist before publishing content.

#### **1. Accessibility Checklist**

- ☐ Add alt text or descriptive captions to all images, infographics, and charts.
- ☐ Use high-contrast colours and readable fonts.
- ☐ Provide captions and/or transcripts for videos and audio posts.
- ☐ Where possible, apply accessibility best practices and continue to build toward full alignment.

#### **2. Content Checklist**

- ☐ Ensure photos and visuals reflect the diversity of Plan members and Nova Scotia communities (age, gender, race, ability, etc.).
- ☐ Avoid stereotypes and ensure respectful, welcoming language and imagery.
- ☐ Share content in English and French when required, or provide translation support for key public-facing materials.
- ☐ Ensure tone is professional, neutral, and inclusive.

#### **3. Plain Language Checklist**

- ☐ Use short, clear sentences (aim for Grade 8 reading level).
- ☐ Break up long text with headings, bullet points, or lists.
- ☐ Use everyday words, simple pension terms.
- ☐ Avoid jargon and acronyms; if acronyms are used, explain them.

#### **4. Privacy and Security Checklist**

- ☐ Do not post or respond with personal information (e.g., SIN, phone number, employee number).
- ☐ When required, remind Users that direct messages are not secure for personal inquiries.
- ☐ Redirect Users to official secure channels (NS Pension email or phone).

#### **5. Monitoring and Moderation Checklist**

- ☐ Review comments for inappropriate, discriminatory, or abusive content.
- ☐ Remove or report content that violates the Human Rights Act (NS/federal) or Terms of Use (racism, hate speech, harassment, threats, misinformation, etc.).
- ☐ Flag misinformation and correct errors promptly.

#### **6. Reporting Checklist**

- ☐ Track key analytics for quarterly reporting to the Board.
- ☐ Include any accessibility issues raised by members in reporting.