



MRSA Communications Policy		
First draft:	Spring 2019	Sponsor: MRSA Communications Committee
Current Version:	1.0	
Last Amended:	First version	Approved by: MRSA Executive Board by plurality vote on May 8, 2019
Next Review:	Spring 2019	

As per their Terms of Reference, the Communications Committee is mandated to prepare and administer communications distributed on behalf of the MRSA (including but not limited to the monthly newsletter). The Committee is to act in an advisory role and to understand that the Executive has final approval on any communication.

To facilitate the creation of MRSA communications the Executive Committee will provide the Communications Committee with a list of key messages that they wish to convey to members. These messages will then be compiled by the Communications Committee to inform future communications.

General Communications

Most day-to-day communications that MRSA members make will fall under MRU scope; these include emails to and from co-workers and managers about non-MRSA issues. Communications between MRSA members and messages sent to and from the MRSA office fall under this policy.

The Communications Committee and Executive are expected to adhere to the MRSA Style Guide and branding.

Crisis Communications

The Communications Committee will create a series of prepared messages to be sent out with minimal changes so that the MRSA can provide timely communications. To achieve this the Executive committee is responsible for providing scenarios in which they expect this type of messaging will be required.

Personal Information Protection Act (PIPA)

The MRSA is registered as a bargaining unit with the Alberta Labour Relations Board and as such is protected under PIPA allowing the MRSA to “collect information without express consent of members for the purpose of informing or persuading the public about a matter of significant public interest or importance relating to a labour relations dispute.”

MRSA members are required to provide the MRSA Executive with an alternative (i.e. non-MRU) email address for MRSA specific communications. The MRSA is governed by PIPA, whereas MRU is governed by the Freedom of Information Protection Act (FOIP).

The MRSA recommends that no emails that would be detrimental to or outside the scope of the MRSA, either in or out of context, be sent through MRU email accounts, as these can be released to the public through FOIP.

Canadian Anti-Spam Legislation (CASL)

MRSA members are considered under this legislation to have provided implied consent for messages governed by CASL. As such the Act permits the MRSA to send electronic commercial messages without seeking prior consent.

However, CASL covers commercial activities promoted through electronic media, and the MRSA will generally send communications only for informational and engagement purposes.

Version Number	Date Approved	Approved By	Description
1.0	May 8, 2019	MRSA Executive Board	Approval of document