

For Immediate Release
March 9, 2017

Canadian securities regulators highlight need for improved social media disclosure practices by reporting issuers

Toronto – The Canadian Securities Administrators (CSA) today released CSA Staff Notice 51-348 *Staff's Review of Social Media Used by Reporting Issuers*, which summarizes staff's findings and disclosure expectations for reporting issuers that use social media.

Staff reviewed the social media disclosure of 111 reporting issuers to determine if they were consistent with the principles of National Policy 51-201 *Disclosure Standards* and the requirements of National Instrument 51-102 *Continuous Disclosure Obligations* by providing balanced disclosure and ensuring that information is not selectively disclosed or misleading.

“Our review revealed concerns about how issuers are using social media websites, including specific instances where deficient social media disclosure may have resulted in material stock price movements and investor harm,” said Louis Morisset, CSA Chair and President and CEO of the Autorité des marchés financiers. “We expect issuers to adhere to high-quality disclosure practices, regardless of the venue of disclosure, and encourage issuers to implement a strong social media governance policy.”

The review found that a significant number of issuers, or 77 per cent, had not developed a specific governance policy to direct their disclosure practices on social media websites.

As a result of the review, 30 per cent of issuers took action to improve their disclosure, including filing clarifying disclosure on SEDAR, removing social media disclosure and committing to improving disclosure and governance practices.

The notice can be found on CSA members' websites.

The CSA, the council of the securities regulators of Canada's provinces and territories, coordinates and harmonizes regulation for the Canadian capital markets.

- 30 -

For more information:

Kristen Rose
Ontario Securities Commission
416-593-2336

Nicole Tuncay
Alberta Securities Commission
403-297-4008

Alison Walker
British Columbia Securities Commission
604-899-6713

Jason (Jay) Booth
Manitoba Securities Commission
204-945-1660

David Harrison
Nova Scotia Securities Commission
902-424-8586

John O'Brien
Office of the Superintendent of Securities
Newfoundland and Labrador
709-729-4909

Jeff Mason
Nunavut Securities Office
867-975-6591

Shannon McMillan
Financial and Consumer Affairs
Authority of Saskatchewan
306-798-4160

Sylvain Th  berge
Autorit   des march  s financiers
514-940-2176

Andrew Nicholson
Financial and Consumer Services
Commission, New Brunswick
506-658-3021

Janice Callbeck
Office of the Superintendent of Securities
P.E.I.
902-368-6288

Rhonda Horte
Office of the Yukon Superintendent of
Securities
867-667-5466

Tom Hall
Office of the Superintendent of Securities
Northwest Territories
867-767-9305