DIGITAL PRACTICE GUIDELINES

Social Media

For Professional Agrologists (P.Ag.), Technical Agrologists (Tech.Ag.) and Agrologists-in-Training registered with Agrologists Manitoba

PREAMBLE

This document, based on the Code of Ethics and Practice, guides registered agrology professionals in the responsible and ethical use of social media [including platforms, professional networking sites, discussion forums, public comments] and how it relates to their professional practice.

RESPONSIBILITY TO THE PUBLIC

Agrology professionals should communicate online in a manner consistent with the expectations of professional practice and ethical conduct.

Consistent with The Code of Ethics and Practice:

"to express a professional opinion only when it is founded on adequate knowledge and experience, and where Agrologists' have an understanding of the situation and context against which this opinion is being offered."

- Share only accurate, science-based information
  [The public trusts Manitoba agrologists as science-based professionals. Sharing agrology misinformation, unproven practices, or misleading product claims causes real harm, and may breach the Code of Ethics]
- Be transparent if you're sharing your professional opinion vs. established scientific consensus
- Correct or delete inaccurate posts promptly. Leaving bad information up is itself a professional conduct issue.
- Do not provide professional advice via social media

"to inspire confidence in Agrology by maintaining high standards in conduct and work."

Not only must Agrologists perform their duties of employment to a high level of excellence, but the conduct of each Agrologist must also be of high standard.

RESPONSIBLE PROFESSIONALISM

Agrology professionals also have a responsibility to their peers including:

"to abstain from undignified or misrepresentative public communication with or about Agrologists."

Respect, courtesy, honesty and good faith should characterize conduct between Agrologists (including honest criticism).

Agrologists
MANITOBA

Agrology Professionals should treat colleagues and the public respectfully:

- Communicate respectfully and professionally
- Avoid discriminatory, abusive, or threatening language
- Exercise good judgment/caution when engaging in contentious or polarizing discussions
- Consider how public comments may reflect upon themselves and the profession
- Avoid conduct that could be perceived as undermining public confidence in agrology professionals

CONFIDENTIAL INFORMATION

The Code of Ethics and Practice also stipulates that agrology professionals must:

"maintain the confidentiality of client and employer information [unless given explicit consent of the client/employer]"

- Never share identifying client details, farm-specific data, or business information
- Posting about 'an interesting client situation' or sharing field photos without explicit consent may breach both professional confidentiality and Manitoba privacy law.

RESPONSIBLE SOCIAL MEDIA PRACTICE

Pause before you post:

- All social media activity (professional or personal) must align with Code of Ethics and Practice
- Avoid posting information that the public may interpret as 'professional advice'
- 'This is my personal account' or 'Thoughts are my own' has not been accepted as a defense by Canadian regulators and courts.
- Assume any post can be screenshot/reviewed by the public, your customers, your employer, or Agrologists Manitoba.

Professional obligations apply regardless of whether communication occurs:

- During or outside work hours
- On personal or employer-owned devices
- Under real names, pseudonyms, or anonymous accounts

Agrology professionals should recognize that public communications may influence public confidence in the profession and statements made in personal capacities may still be associated with their professional identity.

Core principle of the practice guidelines: Registration to practise agrology in Manitoba is a right granted by the public through The Agrologists Act in exchange for placing public interest first (Agrologists Manitoba Code of Ethics and Practice). That obligation extends fully to your digital presence — including how you use social media and artificial intelligence in your practice.

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