



North Island Marine  
Mammal Stewardship Association  
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### Policy Enforcement Strategy regarding NIMMSA members and their ethical advertising

As part of the NIMMSA membership criteria, members agree to follow NIMMSA bylaws and code of conduct. The code of conduct includes details regarding: general viewing guidelines in order to be in compliance with Canadian law; viewing specifically for Northern Vancouver Island; as well as a section on marketing & social media guidelines.

### **Marketing and Social Media Guidelines**

As stewards, it is important NIMMSA members set realistic marine mammal viewing expectations and educate others on best marine mammal viewing practices. To help achieve this NIMMSA members are expected to follow the below marketing and social media guidelines.

1. Only use images or video in marketing material and on social media that reflects responsible marine mammal viewing in line with this Code of Conduct.
2. Educate clients on the importance of responsible marine mammal viewing and encourage them to only post images or video to social media that reflect operations in line with this Code of Conduct.

If non-compliant images or video are being marketed then NIMMSA will work with the member to develop a compliance strategy. The process will start with a letter from NIMMSA regarding the offending material and requesting a remediation plan with timeline. Each offence will be considered on a case-by-case basis. After repeat offence warnings without action to resolve, the company at fault will be reported to DMO's and other pertinent organizations.