

NOHT-ESON Policy Template

Policy Name: Social Media Policy	
Issued by: Communications & Engagement Working Group	
Approval Date: January 2022	Review Date: January 2022
Date of Next Review: January 2023	Version Number: 1

Acronyms:

NOHT-ESON: Niagara Ontario Health Team - Équipe Santé Ontario Niagara

Purpose: NOHT-ESON recognizes the importance and efficacy of social media platforms and online communities such as Facebook, LinkedIn, YouTube and Twitter (among many others) in information sharing and education for both individuals and organizations. The purpose of this policy is to specify standards of practice for partners and volunteers of the NOHT-ESON participating in social media in ways that have potential to impact the operations or reputation of NOHT-ESON. In this regard this policy addresses the privacy, confidentiality, legal and ethical issues, obligations and responsibilities that all partners of NOHT-ESON, working group members and volunteers must successfully navigate in their use of NOHT-ESON's social media platforms.

Scope: This policy includes all partners of NOHT-ESON including all working group members and volunteers. It articulates the privacy, confidentiality safeguards as well as the legal and ethical responsibilities that are incumbent on NOHT-ESON partners, working group members and volunteers regarding the use of social media.

Policy: This section of the policy outlines and explains the principles, standards and responsibilities incumbent on partners of NOHT-ESON when posting on their own accounts or commenting on other social media sites.

Partners and collaborators are advised to be aware and consistently cognizant that actions both inside and outside NOHT-ESON can affect their relationships with other partners around the Planning Table. The following guidelines are designed to create a climate of civility in all social media interactions:

Be Respectful: Partners and collaborators may not post material that may be considered to be obscene, defamatory, derogatory, profane, libelous, threatening, harassing, abusive, hateful, embarrassing or harmful to the professional reputation of another person, organization or entity.

Protect Personal Information: Members of NOHT-ESON may not post any content that constitutes personal health information including patient images on any social media site.

Observe all laws, particularly copyright laws: Members of NOHT-ESON may not post content or conduct any activity that fails to conform to and all applicable provincial and federal laws. It is critical that everyone abide by the copyrights of text, photos, graphics, video or other materials owned by others.

Obtain approval before launching NOHT-ESON hosted sites: Anyone wishing to set up a NOHT-ESON-hosted site must seek and receive approval from the Planning Table before establishing the social media site.

Disclosure of Proprietary Information is Prohibited: NOHT-ESON partners and collaborators may not disclose any confidential or proprietary information of or about NOHT-ESON, its affiliates, vendors or suppliers, including business records and financials. Contributors to NOHT-ESON social media sites may not purport to represent the views of NOHT-ESON or create the impression that they are communicating on behalf of NOHT-ESON.

Political Endorsements are Prohibited: No contributor to an NOHT-ESON social media site— partner, member, collaborator or volunteer— may provide content that may be construed as political lobbying or solicitation. Contributors may not use NOHT-ESON sites to discuss political campaigns or issues or link to the sites of political parties or candidates.

Guidelines: All NOHT-ESON partners and members are required to maintain the confidentiality of in-camera information.

NOHT-ESON partners who use personal social media accounts and choose to represent themselves as partners or working group members of NOHT-ESON must consider how they are representing themselves, the NOHT-ESON and possible repercussions on the reputation of NOHT-ESON.

If a social media contributor's connection to NOHT-ESON is apparent or presumed, s/he should make it clear that s/he is not speaking on behalf of NOHT-ESON. The following disclaimer is recommended, where appropriate: "The views expressed on this [social media site] are my own and do not reflect the views of NOHT-ESON."

Social Media and Web Communications

Partners of NOHT-ESON are encouraged to "like", "friend", "follow", "share" and otherwise engage appropriately with official NOHT-ESON social media.

Contributors' social media names, handles or URLs must not include the NOHT-ESON name or logo or the name of any NOHT-ESON related site or account.

Official NOHT-ESON-related online social media sites and platforms can only be initiated and authorized by the CEWG. Any NOHT-ESON-related social media sites or pages existing without prior authorization will be subject to review upon discovery and may be amended or removed.

Processes and Procedures

Administration: As designated by the Planning Table, the Communications and Engagement Co-ordinator is responsible for controlling and managing access to social media accounts to post, respond and manage content.

Liability: Information and materials posted on line are legally considered public materials; each NOHT-ESON partner is individually liable for his or her publications.

Review and Removal: When inappropriate content is discovered on a NOHT-ESON social media site, CEWG must review the information to determine whether intervention by the Planning Table or Governance Working Group is required.

Definitions: For the purposes of this policy, social media refers to all online (social media or web) tools used to produce, post and interact using text, images, video and audio to communicate, share, collaborate or network. This includes, but is not limited to the website, blogs, podcasts, discussion forums, on-line collaborative information and publishing systems that are accessible to internal and external audiences i.e. blogs, social networks, wikis, videos and photo file sharing, tagging, podcasting and blogging and other similar tools (Twitter, Facebook, LinkedIn, Instagram etc.)

Reference to Related Documents: Media Policy, French Language Policy