

South-East Ottawa Community Health Centre

Social Media Policy

Purpose

The purpose of the SEOCHC social media policy relating to Twitter and Facebook is to guide and empower employee, volunteer and board member participation in the appropriate use of social media and to educate and empower their use of social media as a legitimate community engagement tool. This policy is also intended to outline what members of the public can and cannot do on the Health Centre's online spaces.

Policy

Participation in online communities can promote better communication with our colleagues, partners, funders, the general public, traditional and non-traditional media and other community stakeholders. As more people will encounter SEOCHC online than in person, and as our websites and social media presence play an increasingly strong role in influencing perceptions of our brand, the SEOCHC encourages staff to use social media in ways that complement their work as health promoters, social workers, advocates, educators, community health workers and health care professionals.

Procedure

1. SEOCHC's social media presence should reflect its core values and further its mission and vision.
2. Designated staff use of social media may include, but is not limited to:
 - Promoting Health Centre programs and services (date, time, location, etc. giving up-to-the-minute information about upcoming opportunities; sharing locations of outreach programming.
 - Sharing resources and/or directing colleagues and stakeholders to available online resources
 - Providing commentary on online articles/stories/news on subject matter about which you are a "subject matter expert"

- Promoting the work of community partners that will likely be of benefit to the communities served by the SEOCHC
 - Broaden an online conversation by citing others who are blogging or writing online about the same topic (make connections among stakeholders)
 - Correcting inaccuracies in online news stories related to the SEOCHC using neutral language and factual information.
 - Putting forward the local perspective when online authors write about national or provincial issues
3. Designated staff may not, however:
 - Post any content that includes personal health information or medical advice or commentary (see confidentiality policy)
 - Post any content that is unlawful, harassing, embarrassing or libellous
 - Post any content that promotes a specific commercial product or fee-for-service agency
 - Delete others' comments or posts unless they violate client/employee confidentiality; such comments or posts need to be recognized and a response provided.
 4. Staff and volunteers are reminded that by using social media, they are acting as online ambassadors of the SEOCHC. If you wouldn't say it in a meeting, don't say it online.
 5. Employees should not use social media tools during work time unless approved by their supervisor and included in their scope of work. SEOCHC will conduct audits of social media use across the organization. Blogging and social networking activity should not interfere with work commitments and should be reflected in work plans. Supervisors have the right and responsibility to determine what extensive use is and revoke access privileges for abuse of social media privileges.
 8. Online, community members will be informed that the SEOCHC will not post anonymous content on its sites, will remove any content that is abusive, illegal or disruptive and that by posting comments, they have given the SEOCHC the irrevocable right to reproduce, distribute, publish, display, edit, modify, or create derivative works from their submissions.
 9. In order to mitigate risk to the organization related to computer viruses, spyware, etc., we ask that staff exercise caution about clicking on advertising, completing quizzes, playing "games," etc.

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