

ADMINISTRATIVE MANUAL - POLICY

Title	Social Media
Number	1.B.120
Policy Area	Organizational Culture – Communications (Tools and Protocols)
Definitions	For the purposes of this policy, “social media” means any facility for online publication and commentary, including without limitation blogs, wiki’s, social networking sites such as, but not limited to, Facebook, LinkedIn, Twitter, Flickr, and YouTube.
Policy Statement	<p>This policy permits and governs the publication of, commentary on, and participation in, social media by employees of Peterborough Regional Health Centre (PRHC).</p> <p>PRHC employees are free to publish, participate on, or comment, as employees, via social media in accordance with this policy. PRHC employees are subject to this policy to the extent they identify themselves as a PRHC employee while using social media (other than as an incidental mention of place of employment in a personal blog or post on topics unrelated to PRHC).</p> <p>Publication and commentary on social media carries similar professional obligations and code of conduct accountabilities to any other kind of publication or public commentary.</p> <p>All uses of social media must follow PRHC’s ethical framework and not contravene any other policy or procedure an employee must otherwise follow.</p> <p>This policy is in addition to, and complements, PRHC’s existing policies regarding the use of technology, cell phones, computers, e-mail and the internet, as well as PRHC’s policies regarding privacy and personal health information, and media relations.</p>
Implementation	<p>Setting up Social Media Social media identities, logon ID’s and user names may not use PRHC’s name without prior approval from the Director, Communications.</p> <p>Professional Conduct PRHC employees are professionals and must conduct themselves as such whether online using social media, or offline—either at work or in the community. Using social media to disrespect, harm, or embarrass PRHC as an institution, our patients and visitors, or co-workers, will not be tolerated. All</p>

PRHC's employee-related policies apply to social media conduct whether done at work or off site, after hours.

Staff members are responsible for ensuring that their social media use does not interfere with their job, or commitments to patients.

Enforcement

Policy violations will be subject to disciplinary action, up to and including termination.

Social Media and the Protection of Patient Privacy

It's acceptable for PRHC employees to talk about work and have a dialog with the community about matters related to the hospital, an employee's profession, or healthcare, etc. It's never acceptable, and is against the law, to publish on social media confidential information, identify of an individual patient, or breach a patient's personal health information.

Protecting Personal Privacy

Privacy settings on social media platforms should be set with care. Staff members should be mindful of who has access or how much is allowed to be seen, and in what context. Privacy settings that might allow others to post information or see information that is personal, or private information, should be set to limit access.

Appropriate Use
Guidelines

Social Media and Appropriate Conduct

Do not blog or post comments anonymously, using pseudonyms or false screen names. PRHC's values include accountability and respect. Use your real name, be clear who you are, and identify that you work for PRHC. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will likely be around for a long time, and may be read by many. So consider the content carefully and also be cautious about disclosing personal details.

Respect Copyright Laws

Show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including PRHC owned copyrights, brands, and images. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

Respect Your Audience, PRHC, and Your Coworkers

The public in general, and PRHC's employees and patients/clients, reflect a diverse set of customs, values and points of view. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity,

etc.) but also proper consideration of privacy and of sensitive topics that may be considered objectionable or inflammatory by some.

Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of PRHC. Wherever practical, you must use a disclaimer saying that while you work for PRHC, anything you publish is your personal opinion, and not necessarily the opinions of PRHC. The Communications Department can provide you with applicable disclaimer language and assist with determining where and how to use it.

Protect PRHC Stakeholders, Partners and Suppliers

Stakeholders, Partners or Suppliers should not be cited or obviously referenced without their approval, or better, participation. It is acceptable to discuss general details about projects or partnerships, especially if they are already in the public domain or mainstream media.

Controversial Issues

If you see misrepresentations made about PRHC in the media, or made by others on social media sites, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Don't try to settle scores or goad others into inflammatory debates. Take the time to make sure what you are saying is factually correct. Be the first to respond to your own mistakes. If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly and remove it immediately.

Implementation

Cross Reference "Community Linkages" – Privacy – 2.B.50
 "Media Policy" – 1.B.070

Responsibility/
 Monitoring Communications Department

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