



Team Name: Corporate Communications  Team Lead: Regional Lead - Communications & FLS  Approved by: Regional Lead - Community & Continuing Care	Reference Number: ORG.1110.PL.012  Program Area: Corporate Communications/French Language Services  Policy Section: Corporate Communications
Issue Date: January 13, 2021 Review Date:  Revision Date: October 4, 2023	Subject: Social Media - Public

*Use of pre-printed documents: Users are to refer to the electronic version of this document located on the Southern Health-Santé Sud Health Provider Site to ensure the most current document is consulted.*

**POLICY SUBJECT:**

Social Media - Public

**PURPOSE:**

This policy ensures that Southern Health-Santé Sud social media platforms reflect informative, educational, timely and accurate posts while mitigating risk to the organization.

**BOARD POLICY REFERENCE:**

- Executive Limitation (EL-1) - Global Executive Restraint & Risk Management
- Executive Limitation (EL-9) - Communications & Support to the Board
- Executive Limitation (EL-10) - Public Relations

**POLICY:**


- Aligned with the Values, Vision & Mission and the Board ENDS of the organization and maintaining the highest level of consistency and professionalism, Southern Health-Santé Sud social media platforms:
  - create a consistent, positive image of Southern Health-Santé Sud, this in accordance with the Graphic Design Support & Guidelines policy (ORG.1110.PL.002)
  - promote a culture of responsibility, positive self-image and ownership for wellness and health
  - educate or inform Southern Health-Santé Sud clients about the region’s health sites, programs and services
  - present coordinated, regional and inclusive messaging that is of overall relevance to the public
  - engage clients by providing information of general interest and enhance the client experience; and
  - support recruitment efforts, for example employees, physicians, volunteers.

- Social media posts comply with the region’s French Language Services (FLS) - General Policy (ORG.1111.PL.001), acknowledging that information may not always be completely mirrored in both languages.
- Social media platforms are not intended to replace or to complement consultation with a health care professional nor to provide professional medical advice, diagnosis or treatment.
- Southern Health-Santé Sud Social media platforms do not share or repurpose posts from private vendors or businesses.
- Southern Health-Santé Sud social media platforms are centrally administered by Corporate Communications who will assign permissions to a limited number of administrators, as required.
- Southern Health-Santé Sud welcomes comments from the public and expects conversations will be respectful. The region does not discriminate against any views but reserves the right to remove any comments that are:
  - obscene, defamatory, threatening, harassing, discriminatory, or hateful to another person or entity, including Southern Health-Santé Sud, its employees, its contractors, its partners, its patients, residents or clients, and/or other business-related individuals or organizations
  - unproven, unsupported or inaccurate accusations against individuals or the organization
  - disrespectful of the privacy of others
  - representing solicitations, advertisements, or endorsements of any financial or commercial agency
  - unintelligible or irrelevant messages and posts that are too far off-topic
  - repetitively copied and pasted by one or multiple users
  - anonymously posted

Anyone acting contrary to these terms may be temporarily or permanently removed from commenting on the region’s social media platforms.

- Employees and volunteers engaging in social networking must comply with the region’s policy on Social Media ORG.1510.PL.016. While employees and volunteers may share Southern Health-Santé Sud posts from their personal accounts, they must not respond to public enquiries or comments on Southern Health-Santé Sud posts using their personal account.

**DEFINITIONS:**

**Social Media:** For the purpose of this policy, active Southern Health-Santé Sud social media platforms referenced in this policy include Facebook, Instagram, LinkedIn and  (formerly Twitter).

**PROCEDURE:**

1. Submissions for Southern Health-Santé Sud social media posts are developed using the Social Media Submission Form (ORG.1110.PL.012.FORM.01)
  - 1.1. Submissions to publish on social media platforms receive approval by the appropriate Senior Leader or designate.
  - 1.2. Administrator(s) reference the Social Media Submission Form to develop content, hold all editorial rights and determine which platform(s) are most appropriate on a case-by-case basis.
  
2. The Senior Leader or designate is responsible to monitor comments to their respective social media posts for a minimum of two weeks, scanning for misinformation, adverse comments and/or enquiries. As part of monitoring responsibilities, the Senior Leader or designate:
  - 2.1. Determines and informs [socialmedia@southernhealth.ca](mailto:socialmedia@southernhealth.ca) if any comments need to be deleted per policy statement 7 above; and
  - 2.2. Drafts a response to clarify misinformation, adverse comments and/or enquiries, where needed; the draft response must be timely, is emailed to [socialmedia@southernhealth.ca](mailto:socialmedia@southernhealth.ca) and concludes with a contact name and corresponding email address for follow-up, as required; only assigned administrator(s) respond to a comment regarding a Southern Health-Santé Sud post.
  
3. Corporate Communications is responsible to monitor private messages (PMs) and direct messages (DMs) received in the Southern Health-Santé Sud social media account inboxes and to coordinate response as follows:
  - 3.1. Social Media account Administrator emails message to the Senior Leader or delegate who
    - 3.1.1. Determines and informs [socialmedia@southernhealth.ca](mailto:socialmedia@southernhealth.ca) if PMs or DMs need to be deleted per policy statement 7 above; or
    - 3.1.2 Drafts and emails a response c/o [socialmedia@southernhealth.ca](mailto:socialmedia@southernhealth.ca), when needed; an Administrator will PM or DM the sender directly from the Southern Health-Santé Sud account.

**SUPPORTING DOCUMENTS:**

[ORG.1110.PL.012.FORM.01](#) Social Media Submission Form

**REFERENCES:**

<a href="#">ORG.1110.PL.002</a>	Graphic Design Support & Guidelines
<a href="#">ORG.1110.PL.004</a>	Photography and Videography of Clients and Employees or Public Relations Purposes
<a href="#">ORG.1110.PL.007</a>	Use of the Southern Health-Santé Sud Logo
<a href="#">ORG.1111.PL.001</a>	French Language Services (FLS) – General