



Team Name: Human Resources	Reference Number: ORG.1510.PL.016
Team Lead: VP-Human Resources	Program Area: Human Resources
Approved by: VP-Human Resources	Policy Section: General
Issue Date: May 3, 2016 Review Date:	Subject: Social Media
Revision Date:	

POLICY SUBJECT:

Social Media

PURPOSE:

The policy provides guidance on how to engage in personal social networking in a way to protect yourself and the interests of the organization, its employees, vendors and customers.

BOARD POLICY REFERENCE:

Executive Limitation (EL2) Treatment of Clients
Executive Limitation (EL3) Treatment of Staff

POLICY:

Southern Health-Santé Sud understands the popularity of social computing, networking and social media in today's world. Social media takes on many forms including, but not limited to, Facebook, LinkedIn, MySpace, Twitter, Wikis, social news, media sharing, blogs and comment forums and interest-based networks. While embracing new technologies, staff and volunteers engaging in social networking must be done in a professionally responsible manner.

DEFINITIONS:

Social networks: These are virtual representations of our personal and professional networks and are based on whom we know. The most common examples include LinkedIn and Facebook.

Social news: Users post links to stories of interest and other users can vote stories up or down based on how interesting they find them.

Media sharing: Pictures and videos are easily shareable. Sites such as YouTube, Vimeo, Pinterest and apps such as Instagram enable people to share and comment on videos and photos.

Blogs and comment forums: Many sites incorporate blogs or discussion forums as a way to share expertise or news updates.

Interest-based networks: These sites provide opportunities for people with common interests to connect with one another, share expertise and opinions. Sites include LinkedIn and Facebook groups etc.

IMPORTANT POINTS TO CONSIDER:

You can be disciplined or held legally liable for any actions that were unlawful or for information posted that may be defamatory, proprietary, confidential, harassing, pornographic, and libelous or creates a hostile work environment.

This policy will not be interpreted or applied in a way that would interfere with the rights of employees to self-organize, form, join, or assist labour organizations, to bargain collectively through representatives of their own choosing, or to engage in other concerted activities for the purpose of collective bargaining or other mutual aid or protection, or to refrain from engaging in such activities.

PROCEDURE:

Social networking sites should not be considered private. Information posted on social networking sites is public and you should expect that even with your use of certain privacy settings what you post on social networking sites will be seen by others and should not be considered private. Also, the content may be interpreted very differently than the author intended.

You are responsible for the content you publish on social media sites. What you post could be online for a long time. As a representative of the organization, always consider how your personal comments will be viewed in light of protecting and enhancing both the organization's reputation and your own.

Southern Health-Santé Sud policies apply when using social media sites. Rules against harassment and inappropriate conduct and other rules contained in the policies and procedures apply to your on-line activities, if on-line activity has been approved by your Manager. Social media sites should not be used during work times nor should work-supplied electronic equipment such as computers, laptops, PDAs, blackberries, etc be used for personal use of this nature. We may monitor employee social media communications to ensure compliance with policies.

Only authorized Southern Health-Santé Sud staff social media accounts may communicate information on behalf of the organization. Without permission you are not authorized to make statements, comments or press releases on behalf of the organization. Be clear and write in first person. You should make clear that you are speaking for yourself and not on behalf of the organization. In some instances it may be appropriate to add in this language: "The views expressed on this 'site' are my own and do not reflect the views and opinions of 'organization'".

Be respectful to fellow employees, patients/residents/clients, and vendors. Do not post negative or disparaging comments about the organizations or its services, management or employees. Social media sites should not be used as a platform for employee disputes or other internal organizational matters.

Respect the privacy of patients/residents/clients, vendors and employees. Do not share or disclose confidential or proprietary information of the organization, or its patients/residents/clients, vendors and employees on social media sites.

Always use your personal email address (not your 'name'.southernhealth.ca) as your primary means of identification. Organization names, logos and trademarks will not be used without the organizations permission.

Understand which social networking sites you would benefit from most, how each works and what features each offers. Prior to posting on a social networking site, always review the applicable privacy and security settings so that you understand how much or little information you are comfortable sharing.