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Subject: Use of Social Media	Date Approved: November 11, 2014
Approved by: Executive Director	Date Revised:
Specific to: All Staff, Board of Directors and Volunteers	Next Review Date: September 2017

PRINCIPLE:

North Huron Family Health Team (NH FHT) strives to maintain a positive image in the community, and has adopted this policy to ensure that our staff members are aware of their responsibility to maintain a positive image as a representative of our organization. NH FHT staff members that maintain personal social media pages (e.g. Face Book, LinkedIn, Blogs, Twitter, Four-Square, etc.) are expected to comply with the guidelines set out within this policy.

We would like to take this time to remind our staff that they continue to act as representatives of this organization outside of regular business hours, and should conduct themselves in a manner that is appropriate.

POLICY:

Expectations

NH FHT staff members that maintain personal social media pages or accounts are required to comply with the following guidelines as they relate to their association with NH FHT.

Where a staff member uses social media during regular working hours, this use shall not have a negative impact on user productivity or efficiency. As internet access at NH FHT is monitored, please be advised that excessive use of social media for personal reasons is a misappropriation of company time and resources, and may be subject to disciplinary action.

Use of personal social media may not conflict with any of NH FHT’s existing policies whatsoever. This includes (but is not limited to) the Confidentiality Policy and Media Contact Policy.

Employees that use these sites are prohibited from disseminating any private organizational information therein, or any negative comments regarding the organization.

Posts involving the following will not be tolerated and will subject the individual to discipline:

- Proprietary and confidential company information;
- Discriminatory statements or sexual innuendos regarding co-workers, management, customers, or vendors; and



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- Defamatory statements regarding the company, its employees, customers, competitors, or vendors.

Where an employee mentions the company, they will be required to include a disclaimer stating that any opinions expressed are the employee's own and do not represent the company's positions, strategies, or opinions.

Employees are expected to comport themselves professionally both on and off duty. Where a staff member publically associates him/herself with the company, all materials associated with his/her page may reflect on the company. Please be advised that inappropriate comments, photographs, links, etc. should be avoided.

Company policies governing the use of corporate logos and other branding and identity apply to electronic communications, and only individuals officially designated may "speak" (whether orally or in writing) on the company's behalf.

The company's systems may not be used for any illegal activity including but not limited to downloading or distributing pirated software or data.

The company reserves the right to take disciplinary action against an employee if the employee's electronic communications violate company policy.

This policy is not intended to interfere with the private lives of our staff members, or impinge their right to freedom of speech. This policy is designed to ensure that NH FHT's image and branding are maintained, and remain impugned.