

Subject: Social Media	Date Approved: January 20, 2016
Approved by: Board of Directors	Date Revised:
Specific to: All Staff, students, volunteers and Board of Directors	Next Review Date: September 2020

**PRINCIPLE:**

This document is designed to provide all employees with guidelines regarding the appropriate use of the organization’s corporate social media accounts with Facebook, Twitter and any other social media accounts. Please refer to Use of Personal Social Media for guidelines regarding the appropriate use of personal social media accounts.

**POLICY:**

- Employees may not disclose confidential or proprietary information on any of North Huron FHT’s social media pages. The disclosure of confidential or proprietary information without prior authorization may result in immediate termination.
- Employees will be held responsible for what they write or post on any of North Huron FHT’s social media pages. Inflammatory comments, disparaging remarks, or negative / inappropriate language or posts are not permitted.
- Employees are directed not to engage in discussions regarding other healthcare providers, legal issues in which the organization is involved, or government issues related to the organization and our industry without prior approval from management.
- Employees are required to respect copyrights and never post text, images or video created by someone else without proper attribution and/or authorization. If employees have questions about copyright law and/or the usage of certain media, they may contact the Executive Director or designate.
- Social media is not a substitute for inter-organization communications. Important information should be transmitted within normal organization communication channels (i.e. the organization’s email platform), and not through social media outlets.
- Social media is not a substitute for customer service. Employees are required to refer customers to the Executive Director or designate and not handle inquiries through social media.
- In the event that a staff member discovers any group(s) that users have formed to discuss the organization, its products, or services, employees are requested to bring them to the attention of management.
- Employees are required to relay important issues to management as soon as possible; this includes any negative comments that are posted either by staff or the public. These issues will be reviewed by the Advisory Panel for resolution. As per the Media Contact, the Board Chair and / or Executive Director are authorized to address any public responses.
- Employees should always carefully consider what to post in response to an argumentative or accusatory post. If employees have any questions regarding how to respond to a particular post, employees should discuss the issue with management prior to posting.



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- Always adopt a positive attitude when responding to comments on the organization's pages or applications, or comments about the organization in general on personal or company pages and applications (See Policy – Use of Personal Social Media).

#### Organization Photography

Consent is required prior to posting any photographs of employees in the organization on any of North Huron FHT's social media pages. *For additional information, please see the Privacy Policy.*

#### **ADVISORY PANEL**

The Quality Committee will act as the social media advisory panel. It will provide oversight to ensure appropriate use of social media for North Huron FHT. The Board recognizes the importance of social media as a communication tool to increase our brand awareness and as an educational tool and information resource to our community.