

	<p>POLICY</p> <p>Number: 7311-20-017 Title: SOCIAL MEDIA POLICY</p>
<p>Authorization</p> <p>[] President and CEO [X] Vice President, Finance and Administration</p>	<p>Source: Director, Communications Services Cross Index: SHA-04-001, 7311-75-003, 7311-25-002 Date Approved: February 14, 2012 Date Revised: Date Effective: February 21, 2012 ¹ Date Reaffirmed: Scope: Former Saskatoon Health Region & Affiliates</p>

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**Sections of this policy are superseded by Saskatchewan Health Authority Policy Directive:
Social Media: Personal Use (SHA-04-001)**

OVERVIEW

Social media has fundamentally changed the way we work, offering new ways to engage with colleagues, patients/clients/residents and the public at large. Social media is an interactive medium that can help staff build stronger, more successful relationships. This policy applies when staff are authorized to represent the former Saskatoon Health Region (SHR) on social media platforms and are using a social media platform for SHR business purposes. The former SHR supports responsible engagement in innovative dialogue.

DEFINITION

All staff means employees, practitioner staff, professional staff, affiliates, contractors, vendors, students and volunteers.

Social media means all forms of user-generated content created or exchanged online. Social media includes, but is not limited to:

- Virtual worlds/social networking sites (e.g. Facebook, Instagram, YouTube, blogs, wikis, file sharing (video/audio), and Twitter);
- Video and photo sharing websites (e.g. YouTube, Flickr);
- Blogging sites (including corporate blogs, personal blogs or blogs hosted by media publications, Twitter);
- Forums, discussion boards (e.g. Google Groups), news article comments and online encyclopedias/wikis (e.g. Wikipedia).

¹ UPDATED August 17, 2018 in consideration of Saskatchewan Health Authority Policy Directive: Social Media – Personal Use; updated to reflect ‘former’ SHR throughout, title updates and references to Saskatchewan Health Authority (SHA) Policy Directives, as appropriate.

1. PURPOSE

The purpose of this policy is to establish the former SHR's expectations of interacting responsibly when networking or communicating using social media as a work duty/function.

2. PRINCIPLES

- 2.1** The former SHR supports open dialogue and exchange of ideas and learning.
- 2.2** Professional duties and responsibilities of all staff remain intact regardless of the medium used to communicate.

3. POLICY

- 3.1** The former SHR supports the value in using social media to exchange ideas and build meaningful relationships to improve health and health care delivery.
- 3.2** All staff are required to comply with former *Saskatoon Health Region Social Media – Rules of Engagement* (Appendix A).
- 3.3** Former SHR staff must receive authorization from the Director Communications Services, Saskatoon to represent the former SHR on social media platforms for business purposes.
- 3.4** Personal, private, confidential or internal information about staff, patients, clients and residents obtained as part of an employment relationship with the former SHR must never be disclosed when using social media.
- 3.5** When engaging in work related social media, staff must:
 - 3.5.1** Be clear about who they are representing.
 - 3.5.2** Take responsibility for ensuring that any reference to SHR is factually correct and does not breach confidentiality requirements.
 - 3.5.3** Show respect for individuals and communities with which they interact.
- 3.6** The former SHR monitors social media and reserves the right to prohibit, restrict, block, suspend, terminate, delete, or discontinue staff access to any social media site on SHR networks/devices at any time.

4. ROLES AND RESPONSIBILITIES

4.1 All Staff

- 4.1.1** Understand and comply with the former *Saskatoon Health Region Social Media – Rules of Engagement* (Appendix A).
- 4.1.2** Consult the Director Communications Services, Saskatoon if uncertain about how to interpret or apply the former *Saskatoon Health Region Social Media – Rules of Engagement* (Appendix A).

4.2 Directors/Managers

- 4.2.1** Offers guidance to any staff that have questions regarding social media and appropriate use.
- 4.2.2** Inform the Communications department of social media/staff member involvement.

4.3 Communications Department

- 4.3.1** Offers guidance to directors/managers that have questions regarding applying or interpreting this policy.
- 4.3.2** Maintain an inventory of the former SHR's official social media presence.

5. **POLICY MANAGEMENT**

The management of this policy including policy education, monitoring, implementation and amendment is the responsibility of the Director, Communications.

6. **NON-COMPLIANCE/BREACH**

Non-compliance with this policy will result in a review of the incident. Disciplinary action may involve a verbal or written warning, suspension, or in serious cases, termination of employment or privileges.

7. **REFERENCES**

- Appendix A: Former *Saskatoon Health Region Social Media – Rules of Engagement*
- SHR Policy: *Internet Acceptable Use*
- SHR Policy: *Respect and Dignity*
- SHR Policy: *Confidentiality – Health Information*
- SHR Policy: *Information Classification, Labeling and Handling*
- SHR Policy: *Speaking Up – Protection of Persons Reporting Wrongdoing*
- The Health Information Protection Act (HIPA):
www.saskatoonhealthregion.ca/about_us/documents/HIPA.pdf

This policy acknowledges contributions from the following sources:

- Social Media – Telstra’s 3 Rs of Social Media Engagement;
www.telstra.com.au/abouttelstra/download/document/social-media-company-policy-final-150409.pdf - (May 26, 2011)
- Intel Social Media Guidelines; www.intel.com/sites/sitewide/en_us/social-media.htm (May 26, 2011)
- IBM Social Computing Guidelines; www.ibm.com/blogs/zz/en/guidelines.html (May 26, 2011)

*Saskatoon Health Region Social Media – Rules of Engagement**Former Saskatoon Health Region Representative*

This section outlines the former Saskatoon Health Region's (SHR's) rules of engagement when you are authorized by a director/manager to engage in networking, using social media, **on behalf of the former SHR.**

These rules **do not** apply to personal use of social media.

1. Representation

Staff are required to:

- Disclose that you are an employee and be clear about which business unit you are representing and what your role and accountabilities are;
- Disclose only publicly available information such as that on the SHA or former SHR's website. You must not comment on or disclose internal or confidential information. If you require clarification about what former SHR information is in the public domain please consult former SHR Policy: *Information Classification, Labelling and Handling*, the Communications department or your director/manager.

2. Responsibility

Staff are required to:

- Update and maintain your knowledge regarding emerging social trends and evolving best practice in social media, when requested to do so;
- Ensure that any content you publish is factually accurate and complies with SHA Policies and former SHR policies and procedures, particularly those relating to patient confidentiality and disclosure;
- Ensure you are not the first to make an announcement unless you have received the appropriate internal clearances and approvals for releasing information in the public domain;
- Limit advice, support or comments to topics that fall within your area of responsibility;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including the SHA, its employees, its contractors, its partners, its patients/clients/residents and/or other business related individuals or organisations (see former SHR Policy: *Respect and Dignity*);
- Ensure you do not disclose SHA information classified as 'internal' in social media venues unless you have received the appropriate internal clearances and approvals for releasing that information in the public domain (see former SHR Policy: *Information Classification, Labelling, and Handling*);
- Ensure you do not disclose other people's personal information in social media venues, and comply with the all privacy and confidentiality requirements (see SHA Policy Directive: *Privacy and Confidentiality* and former SHR Procedure: *Privacy and Confidentiality*).

3. Respect

Staff are required to:

- Be respectful of all individuals and communities with which you interact online;
- Be polite and respectful of others' opinions, even in times of heated discussion and debate;
- Adhere to the terms of use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- Respect copyright, privacy, and other applicable laws when publishing on social media platforms. Check with the Communications department if you are not certain about what you can reproduce or disclose on social media platforms.

Guidelines

You're Responsible. What you write is ultimately your responsibility. Participation in social media on behalf of the former Saskatoon Health Region is an opportunity to be treated seriously and with respect. If you want to participate on behalf of the former SHR, please discuss with your director/manager. Failure to abide by the former Saskatoon Health Region Social Media – Rules of Engagement and Code of Conduct policy could put your participation at risk.

Be transparent. Your honesty – or dishonesty – will be quickly noticed in the social media environment. If posting about your work, use your real name, identify that you work for the SHA and be clear about your role. Be the first to point out if you have a vested interest in something you are discussing.

Be judicious. Make sure your efforts to be transparent don't violate privacy and confidentiality or any other policies. Ask permission to publish or report on conversations that are meant to be private or internal to the SHA. All statements must be true and not misleading and all claims must be substantiated and approved. Never comment on anything related to legal matters, litigation, or any parties the SHA is in litigation with without the appropriate approval. Also be smart about protecting yourself, your privacy, and SHA confidential information. What you publish is widely accessible and likely permanent, so consider the content carefully.

Write what you know. Write and post about your areas of expertise, as it relates to the former SHR.

Disclaimer. If you publish to an outside/non-SHA/former SHR website, consider using a disclaimer similar to: "The views expressed here are my own and don't necessarily represent those of the SHA."

Respect brand and copyright. Brand, trademark, copyright, fair use, trade secrets (including processes/methodologies) and confidentiality should be respected at all times. If you have questions about these, see your director/manager. Remember that you are responsible for your content.

Perception is reality. With social media the lines between public and private, personal and professional are easily blurred. By identifying yourself as a SHA employee, you create perceptions about your expertise, the SHA and your colleagues among patients, clients, and the general public. Ensure content associated with you is consistent with the SHA's values, vision and professional standards.

It's a conversation. Talk to your readers like you would talk to real people in professional situations. In other words, avoid overly formal or "composed" language. Don't be afraid to bring in your own personality and say what's on your mind. Consider posting content that's open-ended and invites response. Encourage comments. You can also broaden the conversation by citing others who are talking about the same topic and allowing your content to be shared or syndicated.

Are you adding value? Social communication from employees should improve the health or health care of our patients, clients, residents and co-workers. It can be thought-provoking and should build a sense of community. If it helps clients or employees gather information, improve knowledge or skills, do their jobs, solve problems, or better understand SHA – then it is adding value.

Be a Leader. There can be a fine line between healthy debate and incendiary comments. Try to frame what you write to invite differing points of view without inflaming others. You do not need to respond to every criticism or barb but be careful and considerate when responding to criticism. Once the words are out there, you can't take them back. Once inflammatory discussions get going they're hard to stop.

Did you make a mistake? If you make a mistake, admit it. Be upfront and quick with your correction. If you choose to modify an earlier post – make it clear that you have done so.

Pause. More often than not, what is published on the web is **permanent** – even if you try to delete it. If you're about to publish something that makes you the slightest bit uncomfortable, don't shrug it off and publish anyway. Take a minute to review these guidelines and figure out what's bothering you, and then fix it. If you're still unsure, leave it for a longer period or discuss with your director/manager. Ultimately, what you publish is yours – as is the responsibility – so be sure you won't regret it.