



## POLICY/PROCEDURE

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<b>CURRENT EFFECTIVE DATE:</b> February 2013	<b>NEXT REVIEW DATE:</b> February 2016

Stanton Territorial Health Authority (STHA) is committed to maintaining positive relationships with its patients, staff and stakeholders and creating a positive impression on the members of our community. Effectively managing these relationships requires that our staff, as STHA ambassadors, communicate about their work and employer in a positive and professional manner while maintaining patient confidentiality and respecting the privacy of other staff and stakeholders.

### SPECIAL POINTS

- This policy acknowledges that staff may choose, in their personal time, to engage in social media forums and seeks to set out STHA's expectations for conduct with respect to these newer technologies such as Facebook, Twitter, YouTube, Flickr, blogs etc.
- This policy is based on the fundamental principle that STHA policies, procedures and practices apply in social media forums as in other areas of the staff's professional and personal lives.
- Privacy and confidentiality of patient information is a legal and ethical responsibility.
- Failure to comply with this policy may constitute grounds for disciplinary action including, without limitation, termination of employment or other contract.

### DEFINITIONS

**Staff:** employees, physicians, contractors and volunteers of STHA.

**Online Activities:** all electronic communications and activities using or involving social media sites, as well as personal email and texting which may be archived by service providers or forwarded beyond the control of the sender.

**Social Media Sites:** social media and general internet sites as well as other interactive electronic platforms including, without limitation:

- social networking sites (e.g., Facebook, LinkedIn, Myspace, Foursquare)

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- micro-blogging sites (e.g., Twitter)
- blogs (whether corporate or media-sponsored, personal or other)
- discussion forums, chat rooms, bulletin boards (e.g., Yahoo! groups, Google groups)
- video and photosharing websites (e.g., YouTube, Flickr)
- personal websites
- wikis and online collaborations
- podcasting
- virtual worlds and on-line multiplayer games (e.g., Second Life, World of Warcraft), and
- instant and text messaging.

**PROCEDURE:**

In order to respect and protect STHA staff, patients and stakeholders, the following guidelines are in effect regarding participation by staff in social media:

1. Each staff member is legally and personally responsible for any material published or posted online.
2. Social media content must comply with all hospital policies including, but not limited to, the Government of the Northwest Territories Code of Conduct, Workplace Harassment and Respectful Workplace, STHA Media Communication, Release of Patient Information, each person's professional body's Code of Ethics and legislation such as the *Access to Information Protection of Privacy Act*.
3. Do not publish materials that are insulting, demeaning, or offensive to STHA, the staff, patients and families, or any community partners; or that damages STHA's reputation in any way.
4. Do not reveal any confidential information related to STHA, staff, patients and families, or any community partners. Do not disclose the names or personal information of co-workers, managers or supervisors or discuss incidents that have or are occurring in the workplace.
5. Do not ask anyone to identify themselves as a STHA patient in any type of social media forum, as the rules of professional boundaries for health care workers apply in the social media realm as well.
6. Do not share, either directly or through links to other sites or web domains, STHA's intellectual property in communications as specific permission is required to use the logos, trademarks, and images owned by STHA or by another company to reproduce those materials.
7. Do not post or share pictures taken of STHA property or staff on STHA property unless express consent is obtained.
8. Do not use STHA resources or time to blog or to participate in social networking groups, unless authorized to do so.

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9. Obtain Director approval through the manager before using any social media tools for work purposes.
  10. Contact your manager if you are concerned that publishing a specific type of content, by you or another staff member would be in violation of this policy.

**REFERENCES**

1. Annapolis Valley Health, *Social Media Guidelines AVH Health Team Personal Use*, 2011.
2. Central West Community Care Access Centre, *Social Media Policy*, 2011.
3. South West Health, *Social Networking Policy*, March 2011.
4. Brockville General Hospital, *Social Media Policy*, May 2011.

Reviewed and approved by:

 **FEB 7 2013**  
Chair, CPAC (signed and dated)

Reviewed and approved by:

 **FEB 7 2013**  
Chief Executive Officer (signed and dated)