

## Social Media Governance for Health Unit Accounts – B-P-010

### Board of Health Policy

#### 1.0 Policy Statement

This policy governs the use of social media at the North Bay Parry Sound District Health Unit (Health Unit) for the purposes of communicating and engaging with our communities as per our vision, mission, and values, and public health mandate. Organizational units and individuals may only use and manage organizational social media accounts in accordance with this policy and related procedures.

#### 2.0 Purpose

The Health Unit's credibility and values are demonstrated through our actions, words, and the images we project, as such our reputation can be strengthened or weakened accordingly. Having a credible, relevant, professional, and consistent presence through social media is valuable in achieving the Health Unit's vision and mission.

The purpose of this policy is to:

- Protect the reputation of the Health Unit, and the communities within the Health Unit district;
- Ensure the quality, reliability, and appropriateness of information that is communicated in order to limit the liability of the Health Unit;
- Manage brand integrity and identity;
- Provide management and staff with relevant and related policies and procedures; and
- Support adherence to the referenced policies and legislated acts.

#### 3.0 Scope and Responsibility

This policy applies to all Health Unit organizational units (i.e. programs and services), management, and those staff (i.e. social media representatives) with management and communications approved privileges to access and engage on Health Unit social media platforms via social media management tools.

The Board of Health through the Medical Officer of Health/Executive Officer ensures that this policy is followed.

##### 3.1 Communications

###### *Account Security*

It is the responsibility of Communications to safe guard user account information.

###### *Approval and Removal of Account Access*

Approval to access to Health Unit social media accounts via social media management tools (i.e. Sprout Social or, Hootsuite) and engage with social media content (including removal of posted content) must be obtained by the employee's manager (or delegate) and Communications.

### *Content Approval and Content Monitoring*

It is the responsibility of Communications to ensure that social media content adheres to social media best practices, and organizational standards as outlined in Board policy [Health Unit Brand Governance \(B-G-025\)](#). This shall be done through developing, reviewing, monitoring and approving all social media content on organizational social media accounts.

Monitoring of response time and responding to negative, incorrect or defamatory comments is the responsibility of Communications.

### *Orientation, Training, and Resources*

Orientation and training on social media and the related organizational standards is required prior to being given access to social media accounts or social media management tools. It is the responsibility of Communications and the Social Media Steering Committee to ensure that required standards, processes, tools, training, and mentoring are in place to support staff in being compliant with this policy.

### *Customer Service and Response Time*

It is the responsibility of all staff engaging on Health Unit social media sites to engage in a professional manner and in such a way to promote and protect the Health Unit brand. The organizations response time to replying to comments and questions from the public are to be adhered to.

### *Violation of Policy or Standards*

For the purposes of continuous quality improvement, brand management, and risk mitigation, it is the responsibility of all employees to report a violation to this policy. It is the responsibility of management and Communications to determine required corrective actions

## **3.2 Information Technology**

### *Account Security*

Social media account profiles and related privacy settings are the responsibility of Information Technology.

## **3.3 Program Managers**

### *Approval and Removal of Account Access*

Approval to access Health Unit social media accounts via social media management tools (Sprout Social or Hootsuite) and engage with social media content (including removal of posted content) must be obtained by the employee's manager (or delegate) and Communications.

### *Violation of Policy or Standards*

For the purposes of continuous quality improvement, brand management, and risk mitigation, it is the responsibility of all employees to report a violation to this policy. It is the responsibility of management and Communications to determine required corrective actions.

## **3.4 Social Media Representatives**

### *Account Security*

It is the responsibility of social media representatives to safeguard user account information.

### *Content Approval and Content Monitoring*

It is the employee's responsibility to make sure that social media posts receive the required approval, and make the necessary content changes prior to release.

### *Customer Service and Response Time*

It is the responsibility of all staff engaging on Health Unit social media sites to engage in a professional manner and in such a way to promote and protect the Health Unit brand. The organizations response time to replying to comments and questions from the public are to be adhered to.

### *Social Media Standards and Brand Governance*

It is the responsibility of all staff creating social media content to adhere to Board policy [Health Unit Brand Governance \(B-G-025\)](#). Communications is responsible for managing and enforcing compliance with Health Unit brand standards as necessary.

## **4.0 Procedure**

### **4.1 Account Access, Orientation and Training**

Social media account access, as well as orientation and training is governed by the process outlined in the Health Unit work instruction Social Media On-boarding & Off-boarding (WI-HU-164).

### **4.2 Content Approval and Monitoring**

To ensure consistency in tone, look, and language, all posts (as well as graphics) drafted by programs and services must first be reviewed by Communications. Once the post is reviewed by Communications, it is to be approved by the relevant manager, unless otherwise stated in writing by the manager to the employee. If the manager makes any changes to the post, Communications must be made aware of the changes prior to the post being published.

Posts relating to news releases, media advisories, high profile situations, as well as potential or actual outbreaks and emergencies, must be written by Communications with the final version approved prior to release by the appropriate executive director (or Medical Officer of Health/Executive Officer when deemed appropriate by the executive director).

When required, Communications will make recommendations, and edit social media content to meet standards as appropriate. This process will occur in consultation with the relevant program or service.

### **4.3 Customer Service and Response Times**

The nature of content, frequency of posting, and response time will occur as defined in the Facebook Terms of Use and Twitter Terms of Use. Comments and inquiries are to be responded to within 24 business hours. An automated reply during non-business hours notifies the public that moderating and posting of comments generally occurs during regular office hours.

### **4.4 Social Media Standards and Brand Governance**

Social media engagement must be done so in accordance with the standards and guidelines outlined in the following documents:

- Social Media Handbook

- Employee Handbook – Organizational Ethics and Professionalism
- Health Unit Facebook and Twitter Terms of Use
- Health Unit Acceptable Use Policy
- [Health Unit Brand Governance – B-G-025](#)
- [Municipal Freedom of Information and Protection of Privacy Act, R.S.O., 1990 – B-G-012](#)
- Employee’s professional association

#### 4.5 Privacy and Disclosure

As per the Organizational Ethics and Professionalism section of the *Employee Handbook*, and the [Municipal Freedom of Information and Protection of Privacy Act, R.S.O., 1990 \(B-G-012\)](#), confidential information that employees receive through their employment is not to be divulged over social media. This includes but is not limited to:

- personal information
- legal information
- non-public financial or operational information

#### 4.6 Copyright and Model Release Permissions

All copyright and model release permissions outlined in Health Unit work instruction Copyright Requirements ([WI-HU-036](#)) must be adhered to for all social media posts. This includes, photos, graphic elements and artwork, resources, social media content developed by an organization other than the Health Unit, and client quotes or testimonials. Failure to have the correct and documented permissions is an infringement of copyright legislation.

#### 4.7 Removal or Editing of Content

No content is to be removed from Health Unit social media accounts without the permission of Communications. Communications reserves the right to remove or edit any content originating from the Health Unit that is deemed in violation of this policy in consultation with a program or service.

Furthermore, it is the responsibility of Communications to manage public contributions (e.g. comments) on Health Unit’s social media accounts that are in violation of the Health Unit’s Facebook or Twitter Terms of Use.

#### 4.8 Violation of Policy or Standards

For the purposes of continuous quality improvement, brand management, and risk mitigation, it is the responsibility of all employees to report a violation to this policy.

When a violation of this policy is identified, a Quality Issue Report (in accordance with work instruction Quality Issue Reporting – [WI-HU-065](#)) is submitted and the relevant individual or organizational unit is required to work with management and Communications to determine the corrective action needed.

## 6.0 Records Retention

All records relating to this Policy are retained in accordance with the Records Retention and Management work instruction ([WI-HU-108](#)).

## 7.0 References

### Internal References

- a) North Bay Parry Sound District Health Unit, [Board of Health Bylaws](#).
- b) Health Unit Brand Governance – [B-G-025](#)
- c) Municipal Freedom of Information and Protection of Privacy Act – [B-G-012](#)
- d) [Quality Assurance Manual](#) (1999).
- e) Social Media Handbook
- f) Employee Handbook – Organizational Ethics and Professionalism
- g) Health Unit Facebook and Twitter Terms of Use
- h) Health Unit Acceptable Use Policy
- i) Copyright Requirements – [WI-HU-036](#)
- j) Quality Issue Reporting – [WI-HU-065](#)
- k) Records Retention and Management – [WI-HU-108](#)
- l) Social Media Steering Committee Terms of Reference

### External References

- a) *Health Protection and Promotion Act*, R.S.O., 1990, c H.7. [Ontario E-Laws Website](#)
- b) *Municipal Act*, 2001, S.O. 2001, c. 25. [Ontario E-Laws Website](#)

## 8.0 Summary of Revisions

2018-10-22 – Significant revisions to the entire policy. The policy now only applies to the use of Health Unit social media accounts. Roles and responsibilities have been updated and detailed as well as associated procedures.

## 9.0 Board Policy Development Details

Author: **Jill Faulkner, Communications**

Revised by: **Louise Gagné, Manager of Planning, Evaluation & Communications, Jolinne Kearns, Public Relations Specialist, and Social Media Steering Committee**

Date Approved by Board of Health: **2018-11-28**

Resolution Number: **BOH/2018/11/06**

Date Approved in Portal by Dr. Chirico: **2018-11-29**

Date Issued: **2018-11-29**

Date Due for Review: **2020-11-29**