



Administrative Policy Manual
Code: AC Communications and Public Affairs

## AC0500 - SOCIAL MEDIA

### 1. PURPOSE

To provide standards of conduct for Employees of Interior Health in the use of social media, while identifying, or being identifiable, as Interior Health Employees.

This policy is in addition to the [Standards of Conduct Policy](#) which all employees must follow as a condition of employment.

### 2. DEFINITIONS

Client: includes patients, residents and persons in care of or receiving care, (or their personal representatives) in Interior Health facilities and programs.

Employee: includes all persons employed by Interior Health, contract employees, physicians, medical staff, volunteers, non-employee assistants and students.

Social Media: online websites and platforms that allow participants to have distinct, individual user profiles and to share, create and interact with other user-generated content. This includes text, images, video and audio. Examples include Facebook, Twitter, YouTube and LinkedIn.

Post: the act of adding an item to a social media site. For example, "Posting an update to Facebook" or "Posting a new update to my blog".

### 3.0 POLICY

When using social media, employees must always speak for themselves, not Interior Health. Employees may disclose that they work for Interior Health, as well as their job title and position, and may discuss Interior Health and the general nature of their work publicly. However, any user-created usernames on social media sites should not contain reference to Interior Health in any form. Employees should make clear that the views expressed are their own, and not those of Interior Health.

#### 3.1 Confidentiality

Confidential information that employees receive through their employment or association with Interior Health must not be divulged via social media sites and tools. Refer to the [Privacy and Management of Confidential Information Policy](#) for more information.

Employees must not reveal or announce Interior Health news before it has been officially announced.

Policy Sponsor: Vice President, Communications and Public Affairs	1 of 2
Policy Steward: Communications Officer, Social Media.	
Date Approved: March 2011	Date(s) Reviewed(r)/Revised(R):



### 3.2 Privacy

Employees must respect the privacy of other Interior Health employees and clients, and must not disclose, via social media sites and tools, any non-publicly available information about our staff members, or any information that in any way identifies an Interior Health client.

### 3.3 Offensive, Disrespectful and Inaccurate Content

Employees should not post anything offensive or disrespectful, and all conduct and language must meet acceptable social standards. Employees must not discriminate against someone based on their race, colour, ancestry, place of origin, religion, family status, marital status, physical disability, mental disability, sex, sexual orientation, age, political belief or conviction of a criminal or summary offence unrelated to the individual's employment.

Employees must not communicate incorrect or inaccurate information knowingly, including false or fake comments/reviews about Interior Health, whether negative or positive.

### 3.4 Laws and Copyright

Employees must abide by all Canadian [laws](#) and [copyright](#) laws while using social media.

### 3.5 Logos and Graphics

Employees must not use Interior Health logos, graphics or trademarks that create the appearance they are speaking for Interior Health

### 3.6 Media Contacts

Employees contacted by media outlets/journalists/bloggers for comment about Interior Health should contact the Communications Team. The [Media Relations Guidelines](#) document details the full process regarding media requests.

## 4.0 PROCEDURE

see [Social Media Guidelines](#)

## 5.0 REFERENCES

1. [Standards of Conduct for IHA Employees](#)
2. [Privacy and Management of Confidential Information](#)
3. [Acceptable Use Of Information Systems](#)
4. [Media Relations Guidelines](#)

Policy Sponsor: Vice President, Communications and Public Affairs	2 of 2
Policy Steward: Communications Officer, Social Media.	
Date Approved: March 2011	Date(s) Reviewed(r)/Revised(R):