

## AC0500 – SOCIAL MEDIA

Interior Health would like to recognize and acknowledge the traditional, ancestral, and unceded territories of the Dākelh Dené, Ktunaxa, Nlaka'pamux, Secwépemc, St'át'imc, syilx, and Tsilhqot'in Nations, where we live, learn, collaborate and work together.

Interior Health recognizes that diversity in the workplace shapes values, attitudes, expectations, perception of self and others and in turn impacts behaviors in the workplace. The dimensions of a diverse workplace includes the protected characteristics under the human rights code of: race, color, ancestry, place of origin, political belief, religion, marital status, family status, physical disability, mental disability, sex, sexual orientation, gender identity or expression, age, criminal or summary conviction unrelated to employment.

### 1.0 PURPOSE

To provide standards of conduct for Employees of Interior Health (IH) in the use of Social Media, while identifying, or being identifiable, as IH Employees.

This policy is in addition to [AU0100 Standards of Conduct Policy](#) which all Employees must follow as a condition of employment.

### 2.0 DEFINITIONS

TERM	DEFINITION
<i>Client:</i>	<i>Includes patients, residents and persons in care of or receiving care, (or their personal representatives) in Interior Health facilities and programs.</i>
<i>Employee:</i>	<i>Includes all persons employed by IH, contract employees, physicians, medical staff, volunteers, non-employee assistants and students.</i>
<i>Social Media:</i>	<i>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 but are not limited to Facebook, X (formerly known as Twitter), Instagram, YouTube and LinkedIn.</i>
<i>Post:</i>	<i>The act of adding an item to Social Media. For example, "Posting an update to Facebook" or "Posting a video on Instagram".</i>

Policy Sponsor: Vice President, Communications and Engagement	1 of 3
Policy Steward: Director, Corporate & Digital Content	
Date Approved: March 2011	Date(s) Reviewed-r/Revised-R: Jan 2025 (R)
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### 3.0 POLICY

3.1 When engaging with Social Media, employees must represent their own views and clearly state that their opinions do not represent those of IH unless they are authorized to speak on the organization's behalf. Employees must avoid using IH logos, graphics, or trademarks in a way that implies they are speaking for IH.

3.2 Employees representing IH on Social Media in an official capacity are required to complete the Social Media Ambassador Program training, facilitated by the Manager, Social Media.

3.3 Employees may publicly disclose that they work for IH including their job title, position, and general nature of their work.

3.4 Employees are encouraged to engage with official IH Social Media by commenting and sharing Posts for the purpose of celebrating and sharing positive stories about IH.

3.5 User-created usernames on Social Media must not reference IH in any form.

#### 3.6 Confidentiality

3.6.1 Confidential information that employees receive through their employment or association with IH must not be divulged via Social Media. Refer to the [AR0400 Privacy and Management of Confidential Information](#) Policy for more information.

3.6.2 Employees must refrain from revealing or announcing IH news before it has been officially released by the Communications and Engagement portfolio. If you are unsure whether or not information has been announced, email [media@interiorhealth.ca](mailto:media@interiorhealth.ca) to confirm.

#### 3.7 Privacy

3.7.1 Employees must respect the privacy of other IH Employees and Clients, and must not disclose, via Social Media, any non-publicly available information about our Employees, or any information that in any way identifies an IH Client.

3.7.2 Employees using Social Media in an official capacity for IH must obtain permission through a completed consent form before posting any individual's photo.

#### 3.8 Offensive, Disrespectful and Inaccurate Content

3.8.1 Employees must maintain professional and respectful conduct and language on Social Media, avoiding defamatory or offensive content, as they would in the workplace. Refer to the [AU1000 Workplace Environment Policy](#) for details.

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

#### 3.9 Laws and Copyright

3.9.1 Employees must abide by all Canadian [laws](#) and [copyright](#) laws while using Social Media.

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### 3.10 Media Contacts

- 3.10.1 Employees contacted by media outlets/journalists for comment about IH must contact the Communications and Engagement portfolio. The [Media Relations Guidelines](#) document details the full process regarding media requests.

## 4.0 PROCEDURES

See [Social Media Guidelines](#)

## 5.0 REFERENCES

1. [AU0100 Standards of Conduct for IH Employees](#)
2. [AR0400 Privacy and Management of Confidential Information](#)
3. [AR0100 Acceptable Use of Digital Information Systems](#)
4. [Media Relations Guidelines](#)
5. [Photo/Info Consent Form](#)

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