

# KINGSTON, FRONTENAC AND LENNOX & ADDINGTON PUBLIC HEALTH

## BY-LAW, POLICY & PROCEDURE MANUAL

### PROCEDURE: COMMUNICATION

APPROVED BY:

NUMBER: V-122

DATE: 2015-03-25

PAGE: 1 of 6

---

## SOCIAL MEDIA

---

### Definition

Social Media: forms of electronic communication through which online communities are created to share information, ideas, personal messages and other content.

User: refers to KFL&A Public Health employees, students, or volunteers that have been provided access to agency computing and networking facilities.

Moderator: refers to KFL&A Public Health employees, students, or volunteers who are authorized to represent KFL&A Public Health communications on agency social media accounts.

Contributor: refers to KFL&A Public Health employees, students, or volunteers who are designated to provide program area content to the moderator of the social media accounts.

### Procedure

#### 1.0 General Guidelines

- 1.1 Users shall not represent themselves as a KFL&A Public Health employee on personal social media accounts.
- 1.2 The use of social media accounts shall comply with policy VII-54, *Use of Computing and Networking Facilities*, policy V-06, *Documentation and By-law #4, Record Retention*.
- 1.3 The use of social media accounts shall comply with the laws governing privacy, confidentiality and data protection in accordance with policy V-50, *Protection of Personal Health Information*, policy V-60, *Records Management under the Municipal Freedom of Information and Protection of Privacy Act*, and policy VII-55, *Security of Mobile Computing Devices*.
- 1.4 The terms and conditions of social media use are outlined in the disclaimer found in Appendix A. The disclaimer shall be posted on KFL&A Public Health's social media accounts prior to use.

- 1.5 KFL&A Public Health identifiers (e.g., logo, corporate identity, contact information, etc.) shall be contained in the profile information and clearly indicate that the agency- or program-focused social media account is maintained by KFL&A Public Health.
- 1.6 Moderators and contributors shall determine the best use of social media accounts to meet the needs of the residents in the KFL&A area and to maintain an active presence.
- 1.7 Moderators and contributors shall ensure that KFL&A Public Health is authorized to use sound recordings, images or copyrighted materials on social media accounts.
- 1.8 Moderators shall be granted an individual login and password on an as needed basis.
- 1.9 Moderators shall clearly identify that they are a representative of KFL&A Public Health and where relevant, disclose their role at KFL&A Public Health.

## **2.0 Approval of Social Media Accounts**

- 2.1 Requests for new agency- or program-focused social media account(s) shall include a thorough and critical evaluation in the context of an evidence-based communications plan, including goals and objectives and a recommendation from the communications team before being presented for approval to the Executive Committee.

## **3.0 Roles and Responsibilities**

### **Agency-focused Social Media Accounts**

- 3.1 The Communications and Public Relations Specialist shall be the moderator for agency-focused social media accounts.
- 3.2 Users may be authorized in consultation with communications, and upon their immediate supervisor's approval, to be a moderator to KFL&A Public Health's social media accounts.
- 3.3 Users from program areas across the agency shall be contributors to KFL&A Public Health's agency-focused social media account(s).

### **Program-focused Social Media Accounts**

- 3.4 Users from the program teams, upon their immediate supervisor's approval, and the Communications and Public Relations Specialist shall be the moderators for program-focused social media accounts.
- 3.5 Users from the program team shall be contributors to KFL&A Public Health program-focused social media account(s).

#### **4.0 Content and Moderating Comments**

- 4.1 Moderators shall ensure that responses to posts, in-box messages and discussion comments are made within one business day after they are posted or received.
- 4.2 Moderators shall remove any posts in violation of applicable KFL&A Public Health policies, legislation, and regulations including: The Canadian Criminal Code, The Municipal Freedom of Information and Protection of Privacy Act, The Personal Health Information Protection Act, and The Ontario Human Rights Code. Moderators shall indicate in a follow-up post why the post has been removed from the social media account.
- 4.3 Moderators shall correct misinformation, if deemed necessary, and ensure that the content of all social media accounts is up to date.
- 4.4 Moderators shall deny access to external users who continue to post inappropriate or offensive comments.
- 4.5 Moderators shall remove any commercial postings made by any company or business that has not received prior approval to post to the site.
- 4.6 Moderators shall respond to any concern or objection concerning the site within one business day of receiving the communication.
- 4.7 If KFL&A residents make references to the Medical Officer of Health (MOH) or ask questions related to the administration of KFL&A Public Health, moderators shall acknowledge the comment and forward the message to the office of the MOH.
- 4.8 The immediate supervisor of moderators shall ensure that roles and responsibilities are being met and access to ongoing agency social media training and guidance is available.
- 4.9 The immediate supervisor of moderators shall report on the performance measures of social media as part of an overall evidence-based communications plan.

#### **5.0 Emergency Situations**

- 5.1 If an emergency is declared, social media accounts shall be utilized and monitored appropriately until the emergency is resolved.

**6.0 Participating in non-KFL&A Public Health Social Media Accounts**

6.1 Users will have access to social media accounts through the agency's network.

6.2 Users shall receive approval from their immediate supervisor before posting and participating on an external social media account as a representative of KFL&A Public Health.

6.3 Users shall not disclose information, make commitments or engage in activities on an external social media account on behalf of KFL&A Public Health, unless authorized to do so.

**ORIGINAL DATE:**

**REVIEW DATE:**

**REVISIONS:**

## **Appendix A**

### **KFL&A Public Health Disclaimer for Social Media Accounts**

#### **Business Hours**

KFL&A Public Health social media accounts will be monitored during regular business hours of Monday to Friday, 8:30 a.m. to 4:30 p.m.

#### **Purpose**

The purpose of agency social media accounts is to promote KFL&A Public Health programs and services and to engage KFL&A residents, partners, and stakeholders in conversations.

#### **Privacy**

To protect the privacy of all individuals, please do not include personal names, photographs, phone numbers or e-mail addresses in the body of your comment or post, or specific information about your own or someone else's healthcare or health status.

#### **Terms and Conditions of Use**

1. Use of the social media account does not create a therapeutic relationship with any KFL&A Public Health employee. Any action taken by a user of the service in response to information obtained from the site is at the service user's discretion. The information on this social media account must not be relied upon to replace or overrule a licensed health care professional's judgment or clinical diagnosis.
2. Once posted, KFL&A Public Health reserves the right to delete comments that are deemed inappropriate or violate The Ontario Human Rights Code and The Canadian Criminal Code. Further, KFL&A Public Health also reserves the right to delete comments that: (i) are spam or include links to other such sites; (ii) are clearly off topic; (iii) advocate illegal activity; (iv) promote particular services, products, or political organizations; (v) infringe on copyrights or trademarks; (vi) use personally identifiable medical information; (vii) contain case-specific and other confidential information.
3. Users of the service grant to KFL&A Public Health irrevocable, perpetual, transferable, non-exclusive, royalty-free worldwide license (with the right to sublicense) and right to: (i) reproduce, publish, distribute and display content; (ii) create derivative works from the content; (iii) edit, modify or delete content, and (iv) use content for any KFL&A Public Health purpose.
4. Users of the service users agree not to alter, edit, delete, remove or otherwise modify the meaning, appearance or purpose of any content, code, data or materials on or available through the social media account, including, but not limited to, altering, obscuring or removing any trademarks, trade names, logos or other proprietary rights notices.

**KINGSTON, FRONTENAC AND LENNOX & ADDINGTON PUBLIC HEALTH**

BY-LAW, POLICY & PROCEDURE MANUAL

NUMBER: **V-122**

SUBJECT: **Social Media** Procedure

PAGE: 6 of 6

---

5. Neither KFL&A Public Health nor its content or service providers guarantee or warrant the social media account against errors, defects, delays, omissions, interruptions or losses, including losses of data, nor are any files downloaded from KFL&A Public Health site warranted or guaranteed to be free of viruses, bugs, worms or other such destructive properties.
6. KFL&A Public Health also reserves the right to monitor, restrict, block, suspend or discontinue access to the social media account, at any time, with or without advance notice, and for any reason or no reason at all.
7. KFL&A Public Health may disclose communications and activities with the social media account in response to lawful requests by governmental authorities, judicial orders, warrants or subpoenas, or for the protection of KFL&A Public Health's rights, and in doing so shall not incur any liability.
8. Users of the service agree to defend, indemnify and hold KFL&A Public Health and its content providers and service providers harmless from any and all claims, liabilities, losses, damages, settlements, judgments, costs and expenses, including attorneys' fees, arising in any way from your use of or access to the social media account.
9. KFL&A Public Health may suspend, change or discontinue any aspect of the social media account at any time.
10. By using this social media account, users of the service agree to waive any actions, causes of actions, or any other remedies in law against KFL&A Public Health, including any costs, losses or damages of any kind whether direct or indirect, special, incidental or consequential, and whether foreseeable or not.
11. By using this social media account users of the service agree and accept that activities may be monitored by law enforcement agencies, beyond the control of KFL&A Public Health.
12. By using this social media account users of the service agree to be bound by the laws of the Province of Ontario respecting any legal proceedings brought against KFL&A Public Health by virtue of having this social media account.
13. KFL&A Public Health does not endorse any advertisements that may be visible on social media accounts or any of the pages that is linked and assume no responsibility for any content not generated or provided by KFL&A Public Health.