

POLICY NUMBER: CP-200-07
Social Media Procedures & Guidelines
Communications and Marketing
CREATION DATE: July 15, 2016
ELT APPROVAL DATE: August 15, 2016
EFFECTIVE DATE: August 15, 2016
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SOCIAL MEDIA PRODECURES AND GUIDELINES

ORGANIZATIONAL SCOPE:

All Michener Staff, Faculty, Students, Student Groups, Alumni Groups and Volunteers

PURPOSE:

This Procedures and Guidelines document outlines appropriate social media practice as it relates or makes reference to, or uses Michener's brand, name, likeness and representation in Michener's social media channels. It exists to protect Michener's reputation and public-facing image and messaging. This document supports the Social Media Policy in enabling users to confidently represent Michener appropriately and engage in social media responsibly.

PROCEDURES AND GUIDELINES:

These procedures and guidelines apply to both the learning and working environment at Michener. When using social media, either professionally or personally, faculty, staff, volunteers and students are expected to follow the same ethical, behavioural and practice standards in the online world as they would in person. Refer to **Rights and Responsibilities**.

The Communications and Marketing department maintains Michener's official social media channels. Anyone wishing to post content on behalf of Michener must first contact Michener's Communications and Marketing department for approval. Communications and Marketing encourages interesting and engaging content, though reserves the right to vet all content.

Student and departmental social media groups/communities

Affiliated social media communities, run by different departments or student groups at Michener, are welcome but must adhere to Michener's social media policy and Michener Community Rights and Responsibilities. Owners of affiliated communities are ambassadors of the Michener brand and must act accordingly and professionally. No affiliated group should construe that they represent Michener as a whole. Group name, icon and content should be clearly linked from the specific department or student group.

Student use of social media

Students are encouraged to engage with the Michener community and be active on social media. Michener is aware that program-specific groups exist for social purposes on social media such as Facebook. These groups must adhere to the Code of Conduct

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and Rights and Responsibilities, and any post or online behaviour that goes against the Code of Conduct will be reported. See **Social Media Commenting Guidelines**.

Staff/faculty use of social media

Staff and faculty are encouraged to engage with the Michener community and be active on social media. When identifying yourself as a Michener staff or faculty on social media, you are acting as an ambassador for the Michener brand and must adhere to the **Professionalism Policy**.

- Staff/faculty are accountable for personal, professional and ethical behaviour;
- Confidential and/or non-public information, including proprietary information, is to be handled properly to protect it from inappropriate access, use and disclosure;
- Keep personal views separate from professional opinions when representing Michener online;
- Refrain from damaging or defamatory comments about the organization.

General Principles of Appropriate Use

- All applicable laws must be followed as they relate to social media use and activity. Each social media site's policies and terms of use must also be followed at all times.
- No confidential, non-public or proprietary information should be shared on social media whatsoever. This also applies to patient information or proprietary information relating to Michener's affiliated clinical partner sites or other stakeholders, in written or pictorial format. See **Privacy Policy** and **Professionalism Policy**.
- All posts and content must respect policies, rules and laws concerning copyright and intellectual property. The use of Michener content and materials, including images, must have the express permission from Michener prior to posting. See the **Copyright Policy** and **Intellectual Property Policy**.
- Only the Communications and Marketing department may post on behalf of Michener to any corporate social media channel. Anyone wishing to post content on behalf of Michener must contact the Communications and Marketing department prior to posting.
- Do not use the Michener logo or any other Michener imagery for endorsements. Do not use Michener's name or reputation to promote a product, cause or political party. Affiliation with Michener does not state or imply that anyone speaks on behalf of Michener or may use logos without authorization to do so. Affiliation with Michener does not, by itself, imply authorization to speak on behalf of Michener. Authorization to use logos may

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be granted only by Communications and Marketing. See **Professionalism Policy** and **Computer Use Policy**.

Contact Information

The Communications and Marketing department shall be the point of contact for all matters that relate to this policy. Any questions, concerns or complains relating to Michener's Social Media policy should be emailed to communications@michener.ca.

Associated Documentation

- [Social Media Policy](#)
- [Social Media Crisis Response Plan](#)
- [Professionalism Policy](#)
- [Privacy Policy](#)
- [Fair Dealing Policy on the Use of Copyright-Protected Works](#)
- [Intellectual Property Policy](#)
- [Computer Use Policy](#)

Social Media Commenting Guidelines

Social media is an important part of how we communicate with our online communities, including students, alumni and the general public. Consistent with our values of open and transparent communication, we welcome and encourage comments on our social media properties to promote the exchange of ideas, information, expressions and opinions.

We also wish to nurture a safe and constructive environment for members of, and those who participate in, our online communities. As such, comments of the following nature (and others deemed inappropriate) will be removed:

- Use of inappropriate language, such as vulgarity, profanity, hate speech or anything else deemed to be offensive in nature
- Threats of harm either related to an institution, a person, or group or any other subject of the threat
- Trolling, spamming, or postings that are of a promotional nature
- Personal attacks and name calling
- Complaints of any nature that identify individuals
- Libellous statements, such as allegations of criminal activity or comments that unfairly harm a person's reputation
- Comments of a disrespectful, harassing or bullying nature
- "Shaming" or "revenge" posts and comments



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Michener reserves the right to monitor and, at any time, moderate comments posted to its social media properties and to remove comments, with or without notification, deemed to be inappropriate or in violation of Michener’s social media commenting guidelines or its values statements. We also reserve the right to block or remove access to offenders of these guidelines, with or without notification, and modify these guidelines at our discretion.

See Michener Community Rights and Responsibilities document.

REVISION HISTORY –

DATE	REVIEWER	CHANGE(S) MADE
July 15, 2016	Jacqueline Waldorf	Procedures & Guidelines created