

COMMUNITY LIVING DURHAM NORTH

SOCIAL MEDIA POLICY

Policy No: C-26 (Human Resources)

Effective Date: July 28, 2014

Last Revision:

Last Review:

Rationale:

To govern the use of social media by and within Community Living Durham North, ensuring that employees understand what is appropriate and inappropriate in their use of social media, both personally and professionally, as such use may impact CLDN.

Policy Statement:

CLDN recognizes the value of utilizing various social media applications to strategically engage the public in activities important to Community Living Durham North. Our goal is to engage everyone in professional and relevant dialogue concerning trends in developmental services and strategies to enhance inclusionary practices for people supported.

Senior staff will put in place clear rules and will articulate best practices in order to ensure that the use of social media, within or about Community Living Durham North, promotes its mission and vision.

Approved by: Colin Kemp  
for the Board of Directors

Date: July 28, 2014

## COMMUNITY LIVING DURHAM NORTH

### SOCIAL MEDIA POLICY

Procedure No: C-26-1

#### **Definition of Social Media**

Effective Date: July 28, 2014

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- Social Media is the sum of online technologies and practices that are used to generate and share information and opinions, host conversations and build relationships. It can involve a variety of formats, including text, pictures, video, audio and “live” real-time dialogues of a few, or thousands of participants. Examples of social media may include discussion forums, blogs, social networks such as Facebook and Twitter, and podcasts.

Procedure No: C-26-2

#### **The Social Media Team and its Responsibilities**

Effective Date: July 28, 2014

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Last Review:

- The Social Media Team is a group of key staff responsible for generating and publishing the agency’s social media content. This team consists of one Director, the Manager Community Development, the Manager of Support Services and the Manager of Technology.
- The Director has overall responsibility to supervise and coordinate social media activities through the Social Media Team and, over time, will adjust its membership as necessary.
- Social Media Team members have the responsibility to generate content, postings and online campaigns to represent Community Living Durham North and post on the agency’s behalf using the agency’s social media accounts. Only designated members of the Social Media Team will draft and post online and only after they have been trained on the proper procedures, conduct, tone and best practices relating to each platform.
- Third party users’ or visitors’ comments on the agency’s social media sites may or may not be consistent with Community Living Durham North’s views, opinions and/or policies. These inconsistencies provide an opportunity to engage in a healthy dialogue/debate that may serve to educate visitors about our vision, mission and values; any derogatory or inappropriate content will be removed immediately.

Procedure No: C-26-3  
**Other General Information**

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- Employees are encouraged to follow Community Living Durham North's social media activity.
- Employees shall not post negative or disparaging content about the agency, people supported and their families, other employees or volunteers. It is imperative that if employees participate in any dialogue through social media outlets, that they uphold the agency's reputation and always protect its privacy and the confidentiality of all information they have learned through their affiliation with the agency. Posting or discussing confidential information including internal administrative information, policies, procedures, or photographs that depict work related activities is prohibited.
- Personal use of social media must never interfere with an employee's duties or with operational requirements.
- Employees, volunteers, students and other agents of the agency must understand their responsibility to safeguard and not disclose confidential information about people supported, or about other employees (or about other volunteers, students and agents).
- The following policies provide additional guidelines for reference purposes:
  - A-1 Public Relations and Media Coverage
  - A-7 Privacy
  - B-19 Prevention of Assault and Abuse
  - C-6 Employee Code of Conduct
  - C-12 Prevention of Harassment in the Workplace
  - C-24 Information and Communication Technology
  - C-25 Violence in the Workplace
- Failure to abide by this policy may result in disciplinary action up to and including termination. Any suspected criminal act will be referred immediately to Police Services.

Approved by: Glenn Taylor  
CEO

Date: July 28, 2014