

G-18 Social Media Policy

Section	Date Issued	Revision Date(s)	Date of Last Review
Governance	April 2018		March 2019

1. POLICY STATEMENT

MARRT uses social media as an additional communication tool to share information about the regulation of the profession of respiratory therapy with its members, the public and other stake holders. The MARRT Public Relations Committee will utilize MARRT social media platforms to communicate Association related information such as education opportunities, promotion of the profession, and other professional advocacy information. MARRT will make every effort to ensure that communication materials published on social media will not replace, but rather be used to complement the MARRT website, newsletter, and email communication.

2. DEFINITIONS

Social Media: websites and applications that enable users to create and share content or to participate in social networking. Is the collective of online communication channels dedicated to community-based input, interaction, content sharing and collaboration.

3. POLICY

When posting or commenting via social media networks, the MARRT must adhere to principles of credibility, integrity, accountability, and professionalism.

Must abide by PHIA and FIPPA.

All uses of social media networks must follow the MARRT Code of Ethics and Standards of Practice.

Administration of the social media network(s) will consist of a Board Member and/or member of an assigned committee.

MARRT encourages discussion, comments, questions and responses to social media posts, providing they comply with the terms of use as spelled out below, and are made in a respectful manner. Should a question be posed, or a comment made that warrants a response from MARRT, every effort to respond appropriately in a timely manner will be made, during regular business hours of 8am to 5pm Monday to Friday.

Rules for Posting Content

MARRT will allow discussion and inquiries on its social media accounts without limitation, unless it is determined by MARRT that these comments and responses:

- Are unrelated to MARRT and/or the content to which they are attached.
- Mention patients, patient's family members, or related identifiable circumstances.
- Contain vulgar or inappropriate language including harassing, racial or sexual terminology.
- Mention or discuss specific MARRT members, employees, staff, or volunteers.
- Threaten a person or site where RRT's are employed or contain aggressive language.
- Contain slanderous or potentially libelous words.
- Make false claims, allegations or conclusions.
- Contain reference to any ongoing case or investigation.
- Discuss ongoing investigations, or complaints or compliments about a specific Respiratory Therapist or place of employment.
- Provide personal information or information that may identify a third party.
- May abuse or infringe any intellectual property right or copyrighted material.
- Breach or may breach any MARRT by-law, policy or terms of use (including these Terms of Use). Breach or may breach any law, statute, regulation, order, code, standard or rule.
- Are or may be unlawful, misleading, malicious, or discriminatory.

MARRT may restrict a user's access to a social media site or channel if it is determined that the user:

- Is impersonating another user.
- Is in violation of any MARRT policy or terms of use.
- Is in breach of any existing law, statute, regulation, standard or rule or by-law.
- Has engaged or is presently engaging in unlawful, malicious, discriminatory or harassing behavior.

Content Removal and Other Remedies

When MARRT determines a reply, comment or message on our social media sites does not comply (in whole or in part) with these terms of usage, it reserves the right to both refuse to post and remove comments and replies from all posts on social media.

If it is determined by MARRT that these terms of use have been violated by a user, this may lead to restrictions regarding use of and access to MARRT's social media sites. MARRT reserves the right to block any user for a breach of these terms of use.

Please notify MARRT if you see a comment or content or a user that you think does not comply with these terms of use.

Disclaimers and Agreements

All comments or posts that do not originate from MARRT administrator accounts are the opinion of the writer, not MARRT.

Users agree not to encourage, facilitate, or enable any violations of the terms of use.

By commenting, posting content, or engaging with MARRT on social media, users give the MARRT permission to share and distribute those comments/content.

Users who comment or add content, grant MARRT non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use said content in any manner (including without limitation the right to copy, distribute and make derivative works).

Users who submit comments or content to MARRT are fully responsible for their comments and content, and all responses that may be generated as a response. MARRT is in no way responsible for such comments or content, and holds no

responsibility to edit, update, advise on, review, retain, dispose of, circulate, act on, or respond to any such content.

Allowing any comment or content posted to or in response to the MARRT social media content to remain is in no way an endorsement of such content from MARRT.

Any sharing of external content by MARRT does not equal endorsement. Likewise, a “follow” or “like” from the MARRT social media channels does not equal endorsement of content or channel.

Social media sites, tools or channels include involvement from third-party service providers with which MARRT is not affiliated. Users are encouraged to read the terms and conditions and privacy policies of each relevant social media site or channel prior to use.

By using any of the MARRT social media channels, tools or sites, each user agrees to hold MARRT harmless from any liability, loss, damage or expense, including without limitation professional and other fees from expenses, arising out of such user's use of any MARRT social media site or channel and any comments or content posted to social media.

Utilizes social media platforms to encourage/direct users back to the MARRT home website.

Comments/posts on social media networks should not contradict or be in conflict with the MARRT website, nor with the mandate of MARRT. Users must uphold or respect the interests of the MARRT organization. Respect the confidentiality of current projects, as well as non-public financial, operational, and/or legal information if not already public information. Respect the personal information of MARRT members and patients.

Assume everything that is posted on a social media network is public regardless of the use of privacy tools. Protect yourself and your privacy. Users may not use false screen names, pseudonyms, or post anonymously.

Comments will be monitored and reviewed by the Administrators. Administrators of the social media network must maintain confidentiality and have signed the Confidentiality Agreement form. Administrators must not post or comment anonymously, using pseudonyms or false screen names. All must use their real name and identify that they are associated with MARRT.

Information should be attained from credible sources before posting online, quotes, supporting evidence or statistics should always be attributed to the original

author/source. Use honesty. Never post anything that is dishonest, misleading, or untrue. Deletions or corrections of inaccurate or misleading posts/comments about MARRT will be made in a timely manner. If a post is edited or changed, notation of such will be made.

Respect laws governing copyright and fair use or fair dealings of copyright material owned by others, including MARRT copyrights and brands.

Any inquiries through social media from members or the public will be directed to the MARRT office manager via the MARRT email address.

Social Media networks are not to be used to “conduct business”. This should be done through private communication platforms such as email.

****Policy violations will be subject to disciplinary action.**

4. REFERENCES

CRTO Social Media Policy

http://www.crto.on.ca/pdf/Policies/PR_Social_Media_103.pdf March 2018

NLCHP Position Statement: Social Media

http://www.nlcrt.ca/subsub_page.php?sub_id=47 March 2018

NSCRT Social Media Guideline

https://www.nscrt.com/images/NSCRT_Social_Media_Guideline.pdf March 2018

Lorch and Associates SAMPLE Policy on Staff Use of Social Media

<https://www.dropbox.com/s/ldhpolfitloi3pu/SAMPLE%20Policy%20on%20Staff%20Use%20of%20Social%20Media.pdf?dl=0> March 2018

www.nonprofitmarketingguide.com March 2018

The Royal College of Dental Surgeons of Ontario. Social Media Policy

www.rcdso.org/whoweare/socialmediapolicy March 2018

http://marrt.olasoft.com/site/codeof_ethics?nav=03 March 2018

http://marrt.olasoft.com/site/practice_standards?nav=03 March 2018

<https://www.gov.mb.ca/health/phia/faq.html#c> March 2018