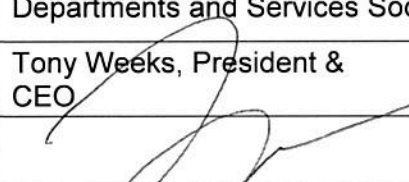




BROCKVILLE GENERAL HOSPITAL

MANUAL:	CORPORATE	SECTION:			
CATEGORY:	Administration	CODE:	V-133	SUB-CODE	
TITLE:	Departments and Services Social Media Use				
APPROVED BY:	Tony Weeks, President & CEO	ORIGINAL DATE:			September 20, 2013
SIGNATURE:				REVIEWED/REVISED:	

1. PURPOSE: To outline the additional considerations for BGH staff when using social media for organizational purposes.

2. POLICY STATEMENT:

- 2.1 This policy is in effect in addition to and in conjunction with the BGH Social Media Policy.
- 2.2 All social media initiatives, whether in-house or public, must have written permission from the related department manager/ director and the Communications and Engagement (C&E) Department.
- 2.3 Photos, video recordings and personal information of all persons (BGH staff, volunteers, patients, family members, and community partners) cannot be posted without signed consent forms (available through the C&E Department).
- 2.4 Copyright law must be respected, and necessary permission obtained for use of copyrighted text, photos, graphics, videos and other material.
- 2.5 BGH does not endorse people, products, services and organizations, unless specific permission is given by Senior Leadership.

3. DEFINITIONS:

- 3.1 For the purposes of this policy, "social media" means any facility for online publication and commentary, including without limitation blogs; wiki's; social networking sites such as, but not limited to, Facebook, LinkedIn, Twitter, Flickr; and YouTube.
- 3.2 BGH-hosted social media: This refers to corporate social media sites, i.e., sites that are created, branded and utilized by Brockville General Hospital (BGH) for the purposes of informing, educating and communicating internally with staff and volunteers, or with patients, families and the general public. These sites represent BGH as an organization and are administered through the Communications and Engagement Department.