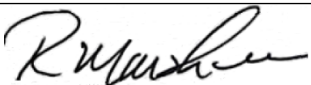


CORPORATE POLICY & PROCEDURE
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MANUAL:	Organization		
CATEGORY:	Communications	CODE:	COMM-005
TITLE:	BGH Social Media Policy		
APPROVED BY:	Ray Marshall, President and CEO	ORIGINAL DATE:	May 2011
SIGNATURE:		REVIEWED/REVISED:	

1. PURPOSE:

- 1.1 To clearly outline the privacy, confidentiality, legal and ethical issues that all employees, physicians and volunteers have in regard to the use of social media.

2. POLICY STATEMENT:

- 2.1 Actions outside of the workplace can affect your relationship with the Hospital if such off-duty behaviours may impugn the reputation of our hospital members of staff or patients.
- 2.2 Disclosing information on social media may affect the employment or appointment and privilege relationship.
- 2.3 Any hospital staff who violate this policy may be disciplined under the Hospital's disciplinary process up to and including dismissal.

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.

4. PROCEDURE:

In order to protect BGH, staff, clients and partners, the following procedures are in effect regarding participation by employees in social media facilities:

- 4.1 Before publishing any material online, remember that what you post online is legally considered public material and as such each employee of BGH is personally responsible for his or her publications;
- 4.2 Social media content must comply with all of our hospital policies including, but not limited to, our Code of Conduct, communication, confidentiality, discrimination and harassment policies;
- 4.2.1 Do not publish materials that are insulting, demeaning, or offensive to BGH, our staff, our clients and families, or any community partners, or that damages our reputation in any way;
- 4.2.2 Do not reveal any confidential information related to BGH, our staff, our clients and families, or any community partners. Do not disclose the names or personal information of your co-workers, managers or supervisors or discuss incidents that have occurred in the workplace and that are not generally known outside of the workplace. ABOVE ALL, remember our legal responsibility for our patients' privacy and confidentiality;

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- 4.2.3 Do not ask anyone to identify themselves as a BGH patient in any type of social media forum, as the rules of professional boundaries for health care workers apply in the social media realm as well;
- 4.3 Do not involve, either directly or through links to other sites or web domains, the unauthorized use of Brockville General Hospital's intellectual property in your communications as specific permission is required to use the logos, trademarks, and images owned by BGH or by another company to reproduce the materials of BGH;
- 4.4 Do not include pictures taken of BGH property or employees on BGH property unless express consent is obtained;
- 4.5 If you identify the Hospital as your employer or include any information that enables a reader to associate you with BGH, you are required to include a disclaimer statement stating that "The content contained here is solely my opinion and does not represent the views of my employer, Brockville General Hospital;"
- 4.6 Do not use company resources or time to blog or to participate in social networking groups, unless authorized to do so;
- 4.7 Obtain approval from your manager and Administration before using any social media tools for work purposes. Then notify the Communications Officer;
- 4.8 Contact your supervisor or Human Resources before proceeding if you are concerned about whether publishing a specific type of content would be in violation of this policy.

5. RELATED PRACTICES AND/OR LEGISLATION/LINKS:

- 5.1 Brockville General Hospital Code of Conduct
- 5.2 Personal Health Information Protection Act (PHIPA)
- 5.3 Freedom of Information and Protection of Privacy Act (FIPPA)
- 5.4 Registered Nurses' Association of Ontario (RNAO) Journal

6. REFERENCES:

- 6.1 Peterborough Regional Health Centre, "Draft Social Media Policy"
- 6.2 CHEO, "Social Media Terms of Use"
- 6.3 Mayo Clinic *Sharing Mayo Clinic* "For Mayo Clinic Employees," and "Participation Guidelines"
- 6.4 American Red Cross, "Online Communications Guidelines"

7. APPENDIX:

Included as an appendix are some recommended guidelines to help protect your personal privacy and ensure appropriate treatment of the name and reputation of Brockville General Hospital – and its stakeholders.

APPENDIX A: PERSONAL GUIDELINES

- 1.1 Protect your identity by not posting personal information such as your telephone number, address and birth date in social media forums. Identity theft has been a serious concern on the Internet and affects thousands of Canadians every year.
- 7.2 Think before you post. Remember that even with security features, your comments may be viewed by countless people. Before you post information on a social media site, ask yourself, "Would I put this up in the nursing station, on the bulletin board, or in a common area at work?"
- 7.3 Respect the privacy of others. You should never use your website/blog/page to post inappropriate information about or photos of others, including co-workers. In turn, ask others to treat your website/blog/page with care and to refrain from inappropriate comments and/or links.