

Research St. Joseph's – Hamilton (RSJ-H)		<b>Pages</b> 1 of 3	<b>Number</b> 054-RSJ-H
<b>Policy Title</b> Social Media		<b>Date</b> 25 July 2018	
<b>Supersedes</b> New policy	<b>Cross Reference</b> 014-RSJ-H; 139-ADM	<b>Issuing Authority</b> RSJ-H Scientific Director	
<input checked="" type="checkbox"/> Charlton Campus	<input checked="" type="checkbox"/> West 5th Campus	<input checked="" type="checkbox"/> King Campus	

*Position responsible for developing and maintaining the policy: RSJ-H Scientific Director*

## 1.0 POLICY STATEMENT

Research St. Joseph's – Hamilton (RSJ-H) acknowledges and recognizes the power, influence, and potential for value of, social media in carrying out our traditional business processes such as, promoting our research findings, describing our institutional and research activities, and sharing information about the health issues investigated by our researchers.

RSJ-H is an innovation-based organization and recognizes that online platforms are fundamentally changing the way individuals and institutions work and engage with each other, research participants, clients and partners. RSJ-H is committed to exploring how online presence and discourse can empower its community to engage through open dialogue and exchange of ideas to share the exciting things we're learning and doing with our stakeholders and network.

This policy outlines how RSJ-H and its personnel should conduct themselves online. It is intended to help safeguard the brand reputation of RSJ-H and for all RSJ-H personnel to responsibly share RSJ-H messaging. RSJ-H also acknowledges the inherent legal rights of its personnel as mandated by higher institutions. This policy is intended to ensure compliance with legal and regulatory restrictions and privacy of personal information, confidentiality, and breach in patient and/or research participant privacy and communication system policy. Any provision of this policy that violates such rights will be considered null and not enforced. However, barring legal precedents, willful violations of this policy will warrant appropriate sanctions.

Without limitation, nothing in this policy should be inferred or interpreted to contract out of any other legal or contractual obligation. This includes, without limitation, obligations relating to: copyright and fair use laws, confidential and proprietary information, privacy, and personal health information.

It is the intention that this policy be reviewed from time-to-time so that it may evolve to reflect emerging technologies and online social tools.

## 2.0 ORGANIZATIONAL SCOPE

All personnel of RSJ-H, including without limitation: employees, staff, affiliates, researchers, research visitors, students, research fellows, research volunteers, officers, and agents.

### 3.0 DEFINITIONS

**Social media** – Includes websites and applications that enable users to create and share content or to participate in social networking.

### 4.0 PURPOSE

- 4.1 To provide RSJ-H personnel with requirements for participation in RSJ-H hosted social media.
- 4.2 To ensure RSJ-H personnel are aware of SJHH policy “139-ADM” for their interactions with St. Joseph’s Healthcare Hamilton (SJHH), St. Joseph’s Healthcare Foundation (SJHF), and St. Joseph’s Health System (SJHS) hosted social media.
- 4.3 To clearly outline the privacy, confidentiality, legal and ethical issues that all RSJ-H personnel have in regard to the use of social media.
- 4.4 To provide clarity that all social media accounts representing RSJ-H must be approved by the RSJ-H Executive Director or the RSJ-H Scientific Director.
- 4.5 To provide awareness that only those officially designated by RSJ-H have the authorization to speak on behalf of RSJ-H through social media. Such authorizations may be granted for limited time, scope, and/or purpose.

### 5.0 RSJ-H Social Media

- 5.1 Official Social Media Channels and Communities – Include but may not be limited to the following:
  - Twitter: [twitter.com/ResearchStJoes](https://twitter.com/ResearchStJoes)
  - Instagram: [Instagram.com/ResearchStJoes](https://www.instagram.com/ResearchStJoes)
  - Facebook: [facebook.com/ResearchStJoes](https://www.facebook.com/ResearchStJoes)
  - YouTube: [youtube.com/user/ResearchStJoes](https://www.youtube.com/user/ResearchStJoes)
  - LinkedIn: [linkedin.com/company/researchstjoes](https://www.linkedin.com/company/researchstjoes)
- 5.2 Personnel are encouraged to friend, follow, share and converse with official RSJ-H social media.
- 5.3 Unless approved by the RSJ-H Executive Director or RSJ-H Scientific Director, social media names and accounts are not permitted to use RSJ-H names or logos. Any accounts, sites, or pages existing without appropriate authorization may be amended or removed without further notice.
- 5.4 Personnel using personal social media accounts are not authorized to speak or make representations or communications on behalf of RSJ-H in any official capacity. Only those officially authorized by the RSJ-H Executive Director and/or RSJ-H Scientific Director are permitted to speak on behalf of RSJ-H.
- 5.5 Where your connection to RSJ-H is apparent or presumed, it must be made clear that you are speaking for yourself and not on behalf of RSJ-H. This would include but not be limited to: using your personal social media account to respond to a post on an RSJ-H account, or referencing

your experience in an RSJ-H role. Use messaging that removes any ambiguity, such as, "The views expressed here are my own and may not reflect the views of RSJ-H."

## 6.0 PRIVACY AND CONFIDENTIALITY

- 6.1 RSJ-H personnel are personally responsible for material they publish, including online.
- 6.2 RSJ-H personnel must ensure they are aware of and in compliance with all applicable law regarding standards of patient privacy and confidentiality, including but not limited to [Personal Health Information Protection Act, 2004](#) and [Freedom of Information and Protection of Privacy Act, R.S.O. 1990](#). Such standards must be maintained in all environments, including online.
- 6.3 Publication online is considered a public disclosure of information and as such the information becomes public material.
- 6.4 Do not publish materials that are insulting, demeaning, or offensive to RSJ-H, SJHH, SJHF, SJHS, or any of their personnel, patients, clients, families, or any community partners, or that damages our reputation or brand in any way. RSJ-H personnel are expected to use good judgment and be respectful and professional while using social media.
- 6.5 Do not reveal information that could be used as the basis for an intellectual property protection application, such as a patent application, or violate the intellectual property rights of others.
- 6.6 Do not reveal information that RSJ-H is required to maintain as confidential under a contractual obligation.
- 6.7 Do not reveal any private, proprietary or confidential information. While no list could be expected to be comprehensive, for greater certainty confidential information includes: information related to personnel of RSJ-H, SJHH, SJHF, SJHS, research participants, patients, clients and their families, our partners, stakeholders, and network, the names or personal information of your co-workers, managers or supervisors, and incidents that may have occurred in the workplace and that are not known generally outside of the workplace.
- 6.8 Unauthorized use of RSJ-H brand or research participant or patient information or other information that results in legal action of any kind will not be covered by insurance or legal coverage of RSJ-H or SJHH.

## 7.0 REINFORCEMENT

- 7.1 Social media is monitored by the RSJ-H Communications Officer and/or the RSJ-H Executive Director. When statements or accounts that contravene this policy are identified and attributed to RSJ-H personnel, the appropriate internal and/or external authorities will be informed.
- 7.2 Policy violations may be subject to disciplinary action, up to and including termination of employment, or declining of authority to conduct work at an RSJ-H site. RSJ-H personnel will be held accountable and personally responsible for their use of social media.