

A-601 USE OF SOCIAL MEDIA



Version 1 effective September 23, 2019

Policy

This policy is a guide for persons working on behalf of Valoris to disseminate information concerning the agency through social media, and addresses the risks associated with the use of social media, for both the persons working on behalf of Valoris and its clients.

The rules of conduct stated in the Valoris Code of Ethics apply to social media. The use of a personal social media account for professional purposes is prohibited.

Procedure

1. General

No information that may harm the professional reputation of persons working on behalf of Valoris or the image of Valoris shall be posted on social media. Those working on behalf of the agency shall protect the nonpartisan position of Valoris in order to ensure objective and professional service delivery (see policy A-301 Authorization and Use of Information Technology Systems and Data Resources).

Given the sensitive nature of our work, Valoris recommends that persons working on behalf of the agency exercise sound judgement when disclosing personal information on social media, and familiarize themselves with the terms and conditions of use, the privacy settings and the conditions of the sites before using them.

Any exchanges with clients through social media are to be documented in the client's file and treated in accordance with the usual operational requirements. A client must agree to the use of social media as the means of communication, and have been informed about the associated risks (see policy S-103 Confidentiality).

Persons working on behalf of Valoris shall not post photos or the names of clients on social media, or make any reference to the clinical situation of a client, even without naming that client, as per policy S-103 Confidentiality.

When using social media for personal purposes, contact with clients is not recommended given the obligation to maintain a professional rapport with clients.

It is recommended that persons working on behalf of Valoris not identify their association with the agency when using social media for personal purposes (except in the case of their LinkedIn profile, where they are expected to identify their position).

An incident that could appear on social media or is posted on social media must be reported as a serious occurrence (see policy S-108 Reporting Serious Occurrences to the Ministry).

A person working on behalf of Valoris who is aware of a breach of this policy shall report it to a supervisor. Valoris reserves the right to request access to social media accounts created as part of routine duties. Any unusual and non-compliant use of an account shall be promptly reported a supervisor. Persons working on behalf of Valoris who contravene this policy are subject to disciplinary measures, which could include termination.

2. **Valoris Facebook**

Valoris Facebook accounts are available to employees who are required to communicate with other individuals in the course of their duties. The accounts are strictly intended to support clinical interventions (looking for a family, high risk, real concerns or other specific clinical needs).

Their use must be approved ahead of time by the immediate supervisor, and must be in response to an immediate and temporary need. The employee may only access the Facebook account for a specified period.

The accounts are communication tools used to support Valoris, and are not to be used for personal purposes. The accounts may not be used to monitor the accounts of clients or other individuals. Users are not authorized to change the account password. Cover photos and profile covers, as well as information and newsfeeds may not be changed. No posting is permitted. Employees are responsible for checking the account to ensure any necessary follow-ups. Facebook accounts fall under the responsibility of the Communications Department, which is the only holder.

Definitions

Social media: websites and applications that enable users to create and share content or to participate in, among other things, social networking, sharing of videos and photos, blogs and discussion forums, online encyclopaedias and any other site with tools for online dissemination. Examples of such sites include but are not limited to *Facebook, Twitter, LinkedIn* and *Wikipedia*.

Use: any activity on social media, including but not limited to:

- friend requests or following another account;
- liking, sharing, commenting or posting content;
- searching for information or a person; and
- communicating with another user through private messaging.

References

- RH-301 Code of Ethics for Persons Working on Behalf of Valoris
- A-301 Authorization and Use of Information Technology Systems and Data Resources
- S-103 Confidentiality
- S-108 Reporting Serious Occurrences to the Ministry