

Social Media and Other Digital Platforms

posAbilities encourages clear and effective communication with all stakeholders using a variety of communications tools, including social media and other digital platforms. The purpose of **posAbilities'** online presence is to share information, raise the Association's profile and to engage others in its vision and mission. Online tools can be used by employees and volunteers to expand and develop relationships within our organization and the greater community. This ultimately strengthens our service delivery to persons served and their families.

See Policy: Code of Ethics
Computer Use
Media Relations
Privacy Protection for Employees
Privacy Protection for Persons Served

See Procedure: Protecting Employee and Personal Information
Protecting Persons Served Personal Information
Using Association Computer Systems and Software

See Guideline: Using Social Media and other Digital Platforms

Definition

Social media and other digital platforms are used to easily and quickly share information, resources and experiences. This medium thrives on authentic, personal and timely communication, resulting in engaging others and building communities of interest. Content generated by users includes, but is not limited to: text, images, videos, audio, blogs, real time chat, reviews and comments.

Policy Objectives

The objectives of this policy are to:

- Encourage the appropriate and effective use of social media and other digital platforms by **posAbilities'** employees and volunteers
- Provide a framework for the policies and guidelines that oversee the use of social media and other online platforms

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Policy Application

This policy applies to the use of all social media and other digital platforms by employees and volunteers.

Policy Directives

While using social media and other digital platforms, all employees and volunteers are bound to uphold the Association's *Code of Ethics*. The *Code* sets out how we conduct ourselves as professionals with respect to our colleagues, persons served, and within the community. Protection of personal information (including images) and privacy is to be respected at all times.

Anything published using social media or other digital platforms can reflect on you personally, or on the Association. Everyone is responsible for exercising good judgment when publishing.

Employees and Volunteers will consult with the Community Engagement Department when creating or initiating new social media accounts or other digital platforms to promote *posAbilities'* initiatives on behalf of the Association. Collaboration is welcome and encouraged.

posAbilities moderates and/or monitors its online presence.

Ensure your online activities do not interfere with your job or commitments to persons served. Check with your supervisor if you are not sure about the appropriateness of publishing during work hours.

Guidelines for the appropriate and effective use of social media and other digital platforms will be made available for all *posAbilities'* staff and volunteers.