

CSHP Board and Branch Reference Manual

CATEGORY: 2.1 Membership	PAGES: 3
NUMBER: 2.1.5	EFFECTIVE: August 8, 2014
TITLE: Social Media Policy	REVISED:

POLICY

The formation of a new Canadian Society of Hospital Pharmacists (CSHP) social media account is initiated by branches, affiliated boards, committees, task forces, or members. The formation of a CSHP social media account and its name must be approved by the CSHP. This policy also governs the publication of and commentary on social media by employees or volunteers of the CSHP. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail, and the internet. CSHP employees or volunteers are free to publish or comment via social media in accordance with this policy. CSHP employees or volunteers are subject to this policy to the extent they identify themselves as a CSHP employee or volunteer (other than as an incidental mention of place of employment in a personal blog on topics unrelated to CSHP).

DEFINITIONS

Social Media: For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation to blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube.

PROCEDURES

1. Before engaging in CSHP-related social media, employees or volunteers must obtain the permission of CSHP.
2. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. For example, professionalism, codes of ethics, and federal acts apply.
3. Social media identities, logon IDs and user names may not use CSHP's name without prior approval from CSHP.
4. Maintain others' confidentiality and privacy. It is not okay to publish confidential information. Confidential information includes things such as patient information, unpublished details about CSHP products, details of current projects, financial information, and research. We must respect the wishes of our patients, partners, and customers regarding the security of information we are in possession of.
5. Maintain own privacy and confidentiality. Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be found on the CSHP (or

CSHP Board and Branch Reference Manual

CSHP-related) website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that the public should not see.

6. Be cautious. What is published on social media will be around for a long time and can be captured permanently (eg. search engine caching), so consider the content carefully and also be cautious about disclosing private or confidential details.

7. Respect copyright laws. It is critical to show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including CSHP's own copyrights and brands. Always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

8. Respect the audience and CSHP. The public in general, and CSHP's employees, volunteers, partners, and customers, reflect a diverse set of customs, values, and points of view. Don't say anything contradictory or in conflict with the CSHP website. This includes not only the obvious (eg. no slurs, offensive comments, defamatory comments, personal insults, obscenity, etc) but also proper consideration of professionalism, privacy, and of topics that may be considered objectionable or inflammatory.

9. Address mistakes. If an error is made, be up front about the mistake and correct it quickly. If an earlier post is modified, make it clear that a modification has been done. If someone accuses of posting something improper (such as their copyrighted material), deal with it quickly – better to remove it immediately to lessen the possibility of a legal action.

10. Use a disclaimer. Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble – it may not have much legal effect.

Social Media Tips

The following tips are not mandatory, but will contribute to successful use of social media.

Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your blog/profile looks decent, and take his/her advice on how to improve it.

The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

References:

1. Social media policy drafted by socialmedia.policytool.net
2. www.Twitter.com Business. Best Practices.

CSHP Board and Branch Reference Manual

3. ASHP Statement on Use of Social Media by Pharmacy Professionals.
<http://www.ashp.org/DocLibrary/BestPractices/AutoITStSocialMedia.aspx>
4. University of California, San Diego Skaggs School of Pharmacy and Pharmaceutical Sciences Guidelines and Best Practices for Online Social Media Use by Student Pharmacists. http://pharmacy.ucsd.edu/current/docs/policy/Social_Media_Guidelines.pdf