

# Board Governance Policy Manual

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## Social Media Policy

### **Purpose**

Communicating with the public through carefully selected social media channels provides an opportunity to convey information to vast online networks about the actions, programs and services of the College.

Like traditional mainstream media (e.g. print and broadcast), social media is a powerful medium. It creates opportunities for the College to engage in dialogue in new ways with diverse communities that it would not otherwise reach through traditional channels. With all of its potential, however, it is not without its pitfalls, which could put the College at risk if managed incorrectly. The purpose of this policy is to ensure that the College manages a social media presence that accurately reflects the mandate of the College, and maintains the integrity of the College brand.

Only designated College employees within the communications and public affairs department are authorized to post content on the College's social media channels. This policy outlines the type of content that the College posts to its social media channels, and describes the approval process to ensure the College is at all times protected.

Direction on interacting with traditional mainstream media is contained in the College's Media Relations Policy.

### **Scope**

This policy applies to board members, committee members, employees, consultants, and any other individual representing or doing work for the College.

### **Content**

The College posts the following content on its social media channels:

#### ***Content generated by the College***

- College media releases
- promotion of College-sponsored events, including photographs (e.g. Education Day, AGM, workshops)
- specific articles contained in College publications
- news, information and updates that exist on the College website
- deadlines associated with annual licence renewal
- new or updated professional standards and guidelines
- job vacancies

#### ***Content generated by a third party – College re-posts***

- media releases and/or other content from established partners (e.g. HPRBC members, Doctors of BC, FMRAC, RCPSC, CFPC, UBC Faculty of Medicine)
- articles published in mainstream media where the College is favoured and the regulatory mandate is clearly evident

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- thank you messages (as appropriate)
- responses to inquiries or comments (as appropriate)

The College does not share opinions or information unrelated to the College mandate, and uses its discretion in determining whether/not to participate in conversations. If an exchange escalates and/or requires intervention, the College will redirect the follower to the communication department's general email inbox ([communications@cpsbc.ca](mailto:communications@cpsbc.ca)) for further comment, as appropriate.

## **Authority to post content**

The communications and public affairs department is solely authorized to publish content on the College's social media channels.

College board members, committee members and employees who have a social media presence in a personal capacity or on behalf of another organization outside of their role and relationship with the College must not comment on or post original content that could be perceived as an official act or representation of the College. Any comment or post that may contravene this policy must clearly state that the view expressed is personal. Retweeting or forwarding original content posted by the College is acceptable.

All content posted on a College social media channel must be approved by the director, communications and public affairs.

Any board member, committee member, employee, consultant, or any other individual representing or doing work for the College who views content on a website, blog, or social media channel that is inappropriate and may require a response from the College should inform the director, communications and public affairs immediately.

## **Terms**

### ***Social media***

Websites and applications that enable users to create and share content or to participate in social networking. (*Canadian Oxford Dictionary*)

### ***Examples of social media channels (2015)***

- Twitter
- LinkedIn
- Facebook
- Instagram
- Blogs
- YouTube

## **Resources**

The College of Physicians and Surgeons of BC has a corporate policy on [Social Media](#) posted on its website, which informs the public how the College manages, creates and responds to content.

***Approved March 2015***