



Interior Health

Social Media Guidelines

Like a policy, but friendlier!

Here are some tips and advice to improve your social media experience. They apply to both Twitter and Facebook, as well as any other social media sites you may use.

Email Addresses

Most social media sites use an email address as your username. Even if you get to select a non-email username, you'll still need to provide an email address so they can contact you. **You should always use a personal email address**, not your Interior Health one. You wouldn't use Interior Health stationery for a letter to a newspaper with your personal views, so don't use your Interior Health email address to express your own views. If you don't have your own email address, Google offers free addresses through www.gmail.com.

Disclaimer

Before you start tweeting, updating Facebook, or making posts to your blog, and if you're going to refer to working for Interior Health, or make comments on health-care related issues, be sure to put a disclaimer in your profile. Something along the lines of "The opinions expressed here are my own and not those of Interior Health."

Add Value

Interior Health is distinguished by the great people that work here. Everything we publish online can reflect on our reputation as an organization. Social media sites should be used in a way that adds value to our organization. We encourage you to use these tools if they help you and your co-workers do your jobs and solve problems; if it helps to improve knowledge or skills; if it contributes directly or indirectly to the quality of care for our patients and clients; if it builds a sense of community; or if it helps to promote the Interior Health values.

Use Your Best Judgment

If you're about to publish something that makes you even the slightest bit uncomfortable, review it and reconsider. If you're still unsure, and it is related to Interior Health business, please discuss it with your manager. What you publish online is ultimately your responsibility, so use the same good judgment you exercise every day on the job.

Don't Forget Your Day Job

Social media is a great mechanism for collaborating and sharing information. Although all staff are encouraged to participate, please ensure that your online activities do not interfere with your job or commitments to colleagues, patients and clients.