

Madawaska Valley

Association For

Community Living

**POLICY: SOCIAL MEDIA**

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**REVISED:**

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**CATEGORY: SERVICE DELIVERY**

**Policy Statement:**

To govern the use of social media by and within Madawaska Valley Association for Community Living, ensuring that employees understand what is appropriate and inappropriate in their use of social media, both personally and professionally, as such use may impact MVACL.

**Social Media Policy:**

MVACL recognizes the value of utilizing various social media applications to strategically engage the public in activities important to MVACL. Our goal is to engage everyone in professional and relevant dialogue concerning trends in developmental services and strategies to enhance inclusionary practices for people supported.

Social Media is the sum of online technologies and practices that are used to generate and share information and opinions, host conversations and build relationships. It can involve a variety of formats, including text, pictures, video, audio and “live” real-time dialogues of a few, or thousands of participants. Examples of social media may include discussion forums, blogs, social networks such as Facebook and Twitter, and podcasts.

Management will put in place clear rules and will articulate best practices in order to ensure that the use of social media, within or about MVACL, promotes its mission and vision.

Employees shall not post negative or disparaging content about the agency, people supported and their families, other employees or volunteers. It is imperative that if employees participate in any dialogue through social media outlets, that they uphold the agency’s reputation and always protect its privacy and the confidentiality of all information they have learned through their affiliation with the agency. Posting or discussing confidential information including internal administrative information, policies, procedures, or photographs that depict work related activities is prohibited.

Personal use of social media must never interfere with an employee’s duties or with operational requirements.

Employees, volunteers, students and other agents of the agency must understand their responsibility to safeguard and not disclose confidential information about people supported, or about other employees (or about other volunteers, students and agents).

Third party users’ or visitors’ comments on the agency’s social media sites may or may not be consistent with MVACL’s views, opinions and/or policies. These inconsistencies provide an opportunity to engage in a healthy dialogue/debate that may serve to educate visitors about our vision, mission and values; any derogatory or inappropriate content will be removed immediately.

Employees are encouraged to follow MVACL’s social media activity.

**Procedures:**

The Social Media Team is a group of key staff responsible for generating and publishing the agency’s social media content. This team consists of the Community Connector, the Manager of Community Participation Supports and the Executive Director.

The Executive Director has overall responsibility to supervise and coordinate social media activities through the Social Media Team and, over time, will adjust its membership as necessary.

Social Media Team members have the responsibility to generate content, postings and online campaigns to represent MVACL and post on the agency’s behalf using the agency’s social media accounts. Only designated members of the Social Media Team will draft and post online and only after they have been trained on the proper procedures, conduct, tone and best practices relating to each platform.

The following policies provide additional guidelines for reference purposes:

Abuse

[Computer Communication and Information Technology and Systems](http://www.mvacl.ca/content/7-resources/2-policies-and-procedures/it-policy.doc)

Confidentiality and Statement

Consent for Media Publication

Consent to Collection and Disclosure of Information

Mission Statement and Service Principles

Workplace Violence & Harassment Prevention