 Children's Treatment Network		Children's Treatment Network of Simcoe York	
Section:	Communications	Review Period	As required
Title:	CTN Social Media for Family Engagement	Effective Date:	February 20, 2013
		Review Date:	October 20, 2013
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Policy & Procedures

This document contains the following:

- Policy Purpose and Scope
- Definitions
- Administration and Maintenance
- Procedures
 - Platform
 - Content Strategy, including approval and removal of content
 - Roles and Responsibilities
 - Training
 - Evaluation
- House Rules
- Guidelines for participation of network professionals and CTN employees

Policy

CTN believes that participation in online communities can promote better communication and engagement between families, Network stakeholders, and with CTN. Such participation is supported by making available and administering social media sites for posting in online forums such as (but not limited to) Facebook, Twitter, YouTube.

The goals of CTN's social media policy are to:

- Provide a platform for parent to parent communication, and parent engagement in general with the Network
- Point audiences to the CTN website and the Family Resource Group list for more information
- Provide a vehicle for quick and direct contact and communication between various stakeholders in the Network for such purposes as:
 - Raising awareness and stimulating discussion
 - Seeking feedback – both positive and negative, for quality improvement
 - Promoting events and programs
 - Alerts and notifications

Purpose

The purpose of the policy is to ensure that the use of social media developed in connection to CTN adheres to the goals and principles of the Network, advances the goals for use of social media and 'By families for families' family engagement, and protects both participants and the Network from risk or harm by providing a guide in the acceptable use of social media.

Scope

This policy applies to anyone using a CTN social media site, and will in future, be included as a subset of an overall Communications Policy for CTN.

Definitions

Social Media

Online services that allow for the sharing of text, photos, videos; social interaction that uses various forms of web-based technologies and sites

Social Networking

Places where communities come together and share common social media experiences

Third-party websites

Facebook, Twitter, YouTube, Flickr, LinkedIn, Podcas, Tumblr are examples of third party websites.

Site Administrator

An individual who is authorized to manage the administration of the site on a daily basis.

Site Moderators

Individuals who are trained and have responsibility to assist in managing the content strategy with a view to engaging the online community.

Content Strategy Group

A group of families, professionals and CTN staff, including links to those maintaining the CTN Website, SharePoint and Family Resource Centre, and to the Family Engagement Council. The Group oversees the development of an annual editorial calendar, and the site's progress in developing and sustaining a vibrant online community.

Administration and Maintenance

CTN will use a balanced combination of CTN staff and volunteers with the necessary support to maintain the social media site(s):

- A Site administrator will be designated to monitor and manage the site
- A Content Strategy Group will develop and oversee the content and activity of the Facebook site and its online community as site moderators, working closely with a member of the CTN Management Team.
- Technical support for the design and security of the site will be contracted as necessary.
- The Management Team and CEO will have a role in providing oversight for the site and responding on behalf of CTN when appropriate.

Platform(s)

CTN will initially develop and maintain a Facebook site. The site will be linked to CTN's website and the Family Online Resource Group list. A launch strategy will be developed to engage potential audiences. Other social media will be explored in future.

Managing Risk

- All social media projects are authorized or approved by the management team
- A disclaimer is clearly posted on the site
- Communication in online communities is guided by **House Rules**
- The consequences for unacceptable use are followed, such as denial of access to site
- Where official representation of the Network is made, it will adhere to CTN policies and procedures and use the CTN Logo
- Others affiliated with the Network will use disclaimers to indicate that their comment reflects their personal opinion and that they are not official representatives of CTN

All comments will be reviewed on a regular basis, and unacceptable or offensive comments will be removed. The **House Rules** in this policy, and on the Facebook site, provide a more detailed explanation of what is unacceptable. All users share responsibility to ensure that the site is maintained appropriately.

A user who does not follow the rules will be blocked from participating in the community, and further access to the site denied.

Content Strategy

An editorial calendar is planned for a year at a time (with detail in 6-month increments) by a Content Strategy Group, with the aim of ensuring that the content encourages online participation, and is refreshed on at least a weekly basis. The group will consist of a mix of families and professionals, and include links to those maintaining the CTN Website, SharePoint and Family Resource Centre, and the Family Engagement Council.

The content strategy determines the design of the site, and can include:

- A welcome page, showing pictures of site moderator(s), highlighting the site is 'For families by families', and with House rules and disclaimers, etc.
- Stories from parents, partners, providers
- Pictures from CTN events
- Questions, such as 'Ask a professional' or evaluation surveys
- Events sponsored by or offered in partnership with CTN
- Updates from CTN and link to website
- Threaded conversations or an authorized Blog Group
- Content from Network partners
- Contests
- Links to information on website, Family Resource Centre, and other information repositories

Approval of Content

The Content Strategy Group maintains an annual editorial calendar, and helps seed the content of the site as site moderators, volunteers “in pajamas”, or authorized bloggers, ensuring the following input and alignments with:

- Annual editorial calendar for Facebook and CTN
- Input from Family Engagement Council
- Adherence to CTN communications and branding policies and practices
- Clinical Advisors for clinical questions and comments, as developed

The site administrator will receive and respond to requests to post events and notices on the site per the policy, and if in doubt, will confirm with the management team lead or the content strategy group. The group will use the website or SharePoint as a staging repository, and to link material efficiently between Facebook, the website and the Family Online Resource centre.

Removal of Inappropriate Content

On a daily basis, the site administrator will remove content as follows:

- All SPAM
- any post that is inappropriate, that is considered to be false, disrespectful, abusive, hateful, obscene, containing sexual material, threatening or invasive of someone’s privacy
- commercial postings made by any company that has not received prior approval, or does not benefit the CTN stakeholders

Excepting for SPAM, an email will be sent to an individual explaining why a post has been removed. Access will be denied to an individual who continues to post inappropriate comments.

Escalation Process

Step 1: For posts that require a response to a sensitive or confidential issue, or could be negative or challenging, the site administrator will consult with the appropriate member of the management team.

Step 2: A decision will be made to either:

- remove the post, document and email the individual,
- remove the offensive part of the post, or remove identifying names or confidential information, document and monitor, or
- remove the post, alert the appropriate member of the management team to follow up individually; if the post is about a Network partner, the management team member will contact the Network partner for joint follow up on the issue

Step 3: The CTN spokesperson will respond officially to the post, indicating that the issue will be followed up offline

Step 4: Issues requiring further attention can be addressed through one of the following mechanisms:

- Family Relations Policy (Complaints)
- Content Strategy Group
- Follow up with one or more Network partners individually, or through one of the Operations Groups
- Issues and themes identified through the social media may provide valuable input into quality improvement planning.

Daily Review of Site

The site administrator (or back-up) will review the site a minimum of twice daily, including weekends and holidays with assistance of site moderators. A roster for site monitoring on weekends and holidays is included in the editorial calendar for the year; it is anticipated that additional capacity will be available once the Family Engagement policy and workplan are implemented/resourced.

The Content Strategy Group will review and revise content weekly, and encourage daily posts, possibly in roles as site moderators. At least two members of the CTN Management Team will review the site regularly (generally daily), working with the site administrator and moderators when needed. It is important to note that a minimum of two new posts per day is considered ideal, and to recognize that early mornings, evenings and weekends are considered high volume times to be monitoring the site. Site moderators will draw from the editorial calendar and the content inventory to post new material if there have been no new posts in a day.

Roles and Responsibilities

Site Administrator

CTN will authorize an individual(s) to act as site administrator to manage the site(s) on a daily basis. It is the responsibility of site administrator to maintain the site according to the policy and procedures. The site administrator will:

- Work with the content strategy group to manage (add, delete, upload) the content
- Review site activity a minimum of twice daily
- Remove from view any inappropriate post
- Consult with CTN official spokesperson when issues arise, and a corporate response or decision is required
- Maintain documentation log related to site maintenance, particularly tracking the information about removed posts
- Run evaluation analytics once per month and report to the content strategy group
- Provide or direct users to brief training as needed

Site Moderators

CTN will authorize and train one or more site moderators to assist with content management and help with threaded/guided conversations and blogs. This may be done as an adjunct to other CTN responsibilities, or as a volunteer, in adherence with CTN volunteer policies and procedures.

- Visit the site on a daily basis and make relevant postings to encourage participation

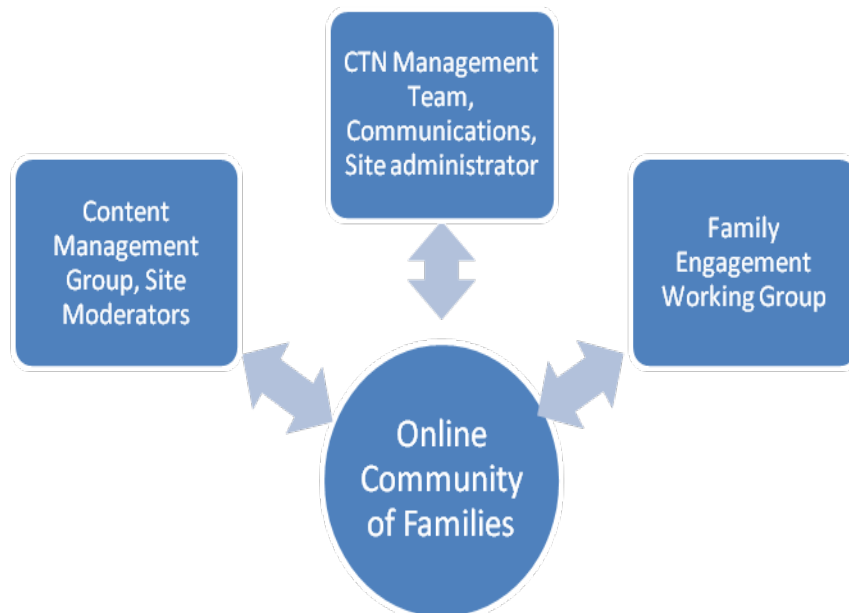
- Develop content ideas or linkages useful for families
- Participate in online conversations
- Alert the site administrator or management team if issues arise that require an official response or decision

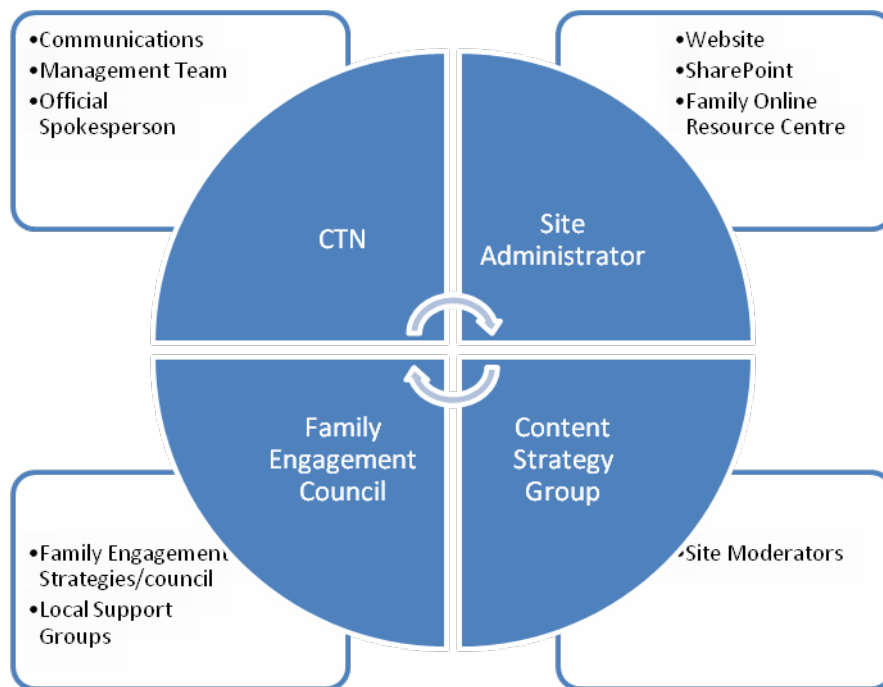
CTN Management Team/CEO

- A management team lead will work with the content strategy group, site administrator and site moderators when needed to support judgment, and maintain alignment with CTN policy when necessary
- The CEO is recognized as the official spokesperson of CTN, but may delegate this responsibility to members of the management team
- All members of the management team share some responsibility in monitoring the site, and responding to issues when alerted. Responses must be made as soon as possible, but no later than 24 hours when an official response is needed
- A response may require dialogue and co-response with a network partner

All Users

- Adhere to CTN Employee and Communications Policies
- Follow “house rules” when placing posts on the Site
- Respect other Site users by not monopolizing ongoing exchanges
- Honor the spirit of the Site by placing posts that reflect the interests of other users of the Site





Training and Training Materials

All relevant staff and volunteers are trained and provided basic instructions through manuals and support materials including House Rules and Roles and Responsibilities on the site. This includes:

- the site administrator and moderator(s), including training and scripted messages in response to standard situations
- The CTN management team
- Train professionals regarding boundaries between personal and professional use of social media, and in setting privacy controls
- Cross-training with parent engagement strategies

Evaluation

Google analytics and the Facebook page analytics will provide data to look at:

- Current usage and trends
- Types and times of engagement
- Impact on website or Family Resource Centre traffic

Data and user input will be reviewed monthly by CTN administration and the Content Strategy Group, to assist in improving the site and content.

Review

This policy will be reviewed on an annual basis, acknowledging the need to stay attuned to the rapid change in social media.

Policy History

Development: The policy was developed by the Social Media Working Group, and sent in April 2012 to the Governance and Quality Committees for review. Revisions were made at that time, and the Working Group has implemented Family Forum, CTN's Facebook site to test the policy.

After 3 months of successful operation, the Policy was reviewed by the Quality Committee a second time, and two changes were recommended: a definition of the Content Strategy Group be added, and the consequences for unacceptable use made more explicit.

The Board approved the policy in February 2013, requesting that implementation be closely monitored and the policy reviewed with the Board in 6-7 months.

CTN approval: February 20, 2013

Review date: October 2013

House Rules

Guiding Principles

In addition to awareness of CTN's [Guiding Principles](#), social media is guided by the common sense of building a safe and healthy community. Like other concepts of community, the online community exists to support its members, with a focus on being clear about who you are, building trust, developing a level of comfort before sharing, being responsive to each other, listening to what others have to say, protecting privacy, and bringing value to the conversation. These are the principles that underpin the rules of conduct.

House Rules

Social media is all about networking and conversation; all posts, even if expressing a negative opinion, are welcomed as long as they do not violate these rules of engagement.

All comments will be reviewed on a regular basis, and unacceptable or offensive comments will be removed*; see below for a more detailed explanation of what is unacceptable. All users share responsibility to ensure that the site is maintained in this way. A user who does not follow the rules may be blocked from participating in the community.

- **Use disclaimers**
- **Be transparent**
- **Be accurate**
- **Be respectful and considerate**
- **Don't reveal confidential information**
- **Respect copyright laws**
- **Respect work commitments**

- Use Disclaimers
Unless you are the official spokesperson – authorized to use the CTN Logo, make it clear that the views you are expressing are yours alone and not necessarily those of CTN.

- Be Transparent
Be yourself, and responsible for what you write. If you discuss CTN, then you have a duty to disclose your role within the Network.

- Be Accurate
Even though your posts may be primarily made up of personal opinion, do your research well and check that your facts are accurate (as anything you write is considered to be print – you are beholden to libel laws – ensure you have adequate references). Be careful you check that your links are correct and safe.

- Be Respectful and Considerate
Consider your audience. Remember that anyone, including your colleagues, may be actively reading what you publish online. In choosing your words and your content, it's a good practice to imagine that your supervisor and your family are reading everything you post. Use good judgment and

common sense: using social media to vent about or embarrass anyone is unacceptable and unprofessional.

- Don't Reveal Confidential Information

Never post information about an individual – provider or family without their consent, and always protect the privacy of individuals. Generally, names will be removed from posts. When making decisions about posting online content, refer to the following documents when they're applicable:

- Employee Code of Conduct
- Personal Health Information Protection Act (PHIPA)
- FIPPA and MFIPPA
- Confidentiality agreements

- Respect Copyright Laws

Follow the laws governing copyright and fair use of copyrighted material owned by others by always giving the proper credit. Make sure you have permission to post any copyrighted or confidential information (e.g., images). For reference, see the [Stanford Copyright and Fair Use Guidance](#).

- Respect Work Commitments

Unless you have been assigned to perform a specific online activity related to CTN, or some level of interaction using social media has been agreed to as part of your role, please remember that blogging and other social networking activities are generally personal and should be done on your own time.

* CTN reserves the right to remove any content deemed to be inappropriate in CTN's sole opinion and/or block users that have posted messages that contain:

- Vulgar language
- Personal attacks of any kind
- Offensive comments that target or disparage people with special needs, or of any other minority group
- Comments that infringe on the privacy of clients or families, staff, providers, volunteers, partners or others
- Comments that damage the reputation or are libelous against any of the above
- Spam or repeat postings
- Comments which are off-topic or promoting unrelated events
- Comments of a commercial or a partisan nature
- Comments advocating illegal activity
- Comments that are known or suspected to be infringing upon copyright or trademarks.

**** House Rules on the site will use casual language**

Guidelines for Participation of Network Professionals and CTN Employees

Everyone is an ambassador for the Network. Although many Network partner organizations are pursuing social media as a way of enhancing communication with their clients, others may be at very different stages with respect to social media, and may not allow staff to use their work email to participate in any way. Please be aware of, and follow your own organization's social media policy.

- Set clear boundaries between your professional and personal use of social media; this requires some thought and expertise, given the public accessibility of information, and the natural tendency of social media to 'blur the lines'.
- Be clear about the extent of your professional use of social media, who has authorized it, and what the limitations are. Be careful talking about CTN or your organization and only share publicly available information unless you are authorized to speak on behalf of CTN or your agency. You have a responsibility to effectively manage the reputation of CTN and Network Partners online.
- Use social media as another way of communicating with clients in your professional role, as long as you don't use/reveal personal health information. Check your discipline's regulatory college website for further guidance.
- Respectfully decline any client/family invitations to 'friend' and do not issue such requests. Don't interact with clients or families of clients on any *personal* social media platform in order to maintain professional boundaries.
- Always ensure privacy and confidentiality of client information. Social media is only appropriate for generic information-sharing, not confidential information.
- Set privacy controls on your social media sites to safeguard who is able to post content and photos to your social media locations.
- If a question or complaint arises, respond in a timely way, and take the interaction offline; if you come across positive or negative posts that should be responded to by an official representative, please ask the site administrator to alert them.
- Always take the time to respond with care, common sense and good judgement. Your reputation and the reputation of your organization, or the Network, could be at risk.