

COLLEGE OF RESPIRATORY THERAPISTS OF ONTARIO



Title: **CRTO Social Media Policy**

Number: **PR – Social Media - 103**

Date originally approved:
May 24, 2013

Date(s) revision approved:
N/A

POLICY

Policy Statement

It is the policy of the CRTO to encourage clear and effective communication with all Members, Stakeholders and members of the public using a variety of accepted tools, including social media. College use of social media must, like all other forms of communication, meet tests of credibility, privacy, authority and accountability.

Definitions

SOCIAL MEDIA - Social media means the online technologies and practices that are used to share information and opinions and build relationships. It can involve a variety of formats, including text, pictures, video, audio and real-time dialogues. It includes, but is not exclusive to, such things as social networks, discussion forums, blogs, wikis and Twitter.

MODERATED - Moderated means technical and monitoring measures that prevent, or ensure the timely removal of, any defamatory or objectionable submissions.

REASONABLE COMMUNICATIONS PRACTICES - Reasonable communications practices include practices that help assess potential audience, the costs and benefits to the CRTO and to the health, safety and well-being of the public, public service needs, and other factors associated with a communication plan prepared by CRTO staff.

Policy Objectives

The objectives of this policy are to:

- encourage the safe, creative and effective use of social media by CRTO designated spokespersons.
- provide a framework for the application of the policies and guidelines that oversee social media use, such as the Social Media Terms of Use and the Foundations and Resources for a Best Practices Approach to Social Media.
- enable social media use in communicating overall CRTO themes and policy directions.
- ensure the use of social media by CRTO designated spokespersons complies with all applicable laws, and all College policies and procedures, including those related to protection of privacy, retention of records, security, code of conduct, confidentiality and Internet/e-mail use.

Policy Application

This policy applies to all social media communication by all CRTO designated spokespersons, Council and Committee Members.

Policy Directives

- CRTO designated spokespersons using any social media are governed by all CRTO policies and procedures including those related to the protection of privacy, records retention and website/Internet use.
- All CRTO designated spokespersons using social media shall comply with the Social Media Terms of Use and the Foundations and Resources for a Best Practices Approach to Social Media.
- Blogs, discussion forums or other social media initiated and/or created by, and within the control of the CRTO must be moderated.
- CRTO-hosted social media services must include Terms of Use Guidelines for users.

Accountability

ALL CRTO DESIGNATED SPOKESPERSONS

- CRTO designated spokespersons are responsible for understanding and following all CRTO policies affecting use of social media, including but not exclusive to the Social Media Terms of Use, the Foundations and Resources for a Best Practices Approach to Social Media and procedures affecting protection of privacy, records retention and website/Internet use.
- ensuring that social media services initiated and/or created by and within the control of CRTO are moderated;
- ensuring that appropriate Terms of Use Guidelines are posted, whenever possible, for all CRTO-operated social media initiatives; and
- ensuring that appropriate records management policies are implemented for all CRTO-operated social media initiatives.

REGISTRAR

- is responsible for administering and ensuring implementation of the policy;
- will determine that each new social media venture initiated or created by the CRTO has plans that are based on reasonable communications practices and include technical and monitoring measures which prevent, or ensure the timely removal of, any defamatory or objectionable submissions; and
- is responsible for ensuring the appropriate criteria required for moderation of social media is created.

References

- Social Media Terms of Use
- Foundations and Resources for a Best Practices Approach to Social Media
- Confidentiality Policy
- Website Design and Content Standards
- Privacy Policy
- CRTO Records Management Policy