

Policy on Marketing and Communications

Supersedes: OPDES Social Media Guidelines

Lead Writer: Eleftherios Soleas

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Purpose

This policy aims to outline intended use of communication and social media tools, websites, as well as written or other materials marketing or communicating on behalf of the office.

I. Background

The Office of Professional Development and Educational Scholarship (OPDES) aims to use communication and social media tools for the following purposes:

1. To inform the public of upcoming programs, online materials, and other resources, both internal (originating from our office) and external (from other CHE or CHE related organizations).
2. To collaborate and communicate with the public for the purposes of gathering information regarding needs assessment, and general feedback about the programs or materials we promote.

II. OPDES Policies

- i. OPDES is governed by the Faculty of Health Sciences and Queen's Policies:
 - a. University guidelines for Social Media, see <http://www.queensu.ca/socialmedia/guidelines>
 - b. Faculty of Health Sciences Social Media Policy, see <https://healthsci.queensu.ca/sites/default/files/inline-files/FHS%20Social%20Media%20Policy%20.pdf>
 - c. FHS EDI Style guide: <https://healthsci.queensu.ca/academics/edi/style-guide>

- ii. OPDES intends to promote all of our programs and resources using identified and unidentified social media tools, and to respond to feedback in a timely manner.
- iii. Collaborators may not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity.
- iv. OPDES reserves the right to moderate, discontinue, or delete a disruptive or defamatory post, insist upon adherence to applicable policy guidelines, determine what constitutes disruptive electronic behavior, and unsubscribe or block repeat offenders permanently without the intention of readmission.
- v. Collaborators will not provide confidential or other proprietary information and will obtain explicit written permission to publish or report on conversations that are intended to be private or internal to any organization.
- vi. Use of our social media tools to solicit business or distribute a commercial message is strictly prohibited without exception. Collaborators who work for a vendor or supplier are permitted to have their contact information, including URL of company websites listed, but may not post any sales information or solicitations on the site.
- vii. Collaborators should contact us regarding any concerns or complaints about the content posted rather than posting their concerns or complaints on the site.
- viii. Information obtained from a social media platform which requires a membership and/or signing on will not be used for research purposes without the participant's written consent (see also, Health Sciences and Affiliated Teaching Hospitals Research Ethics Board:
<http://www.queensu.ca/urs/ethics/health-sciences-and-affiliated-teaching-hospitals-research-ethics-board-hsreb>)

III. Disclaimer

1. Messages posted that link to external sites represent the views and opinions of the source of information and do not necessarily reflect OPDES's policies or positions unless clearly labeled as such.



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2. OPDES assumes no responsibility for any content of contributions from outside users and the ramifications of said posts.

Revision: May 13, 2021

Approved by Faculty Board Executive: March 7, 2022