



Social Media Guidelines

This document aims to outline CPD's intended use of social media tools such as, but not limited to, our website, Facebook, and Twitter, and inform social media collaborators of relevant policies and/or guidelines.

Purpose

CPD aims to use 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.

Responsiveness

CPD 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.

Policies and/or Guidelines

CPD expects social media collaborators to be aware of privacy, conduct and other relevant Queen's University policies and/or guidelines prior to engaging in online behaviour that involves CPD:

1. Collaborators may not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity.
2. CPD 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.
3. 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.
4. 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.
5. Collaborators should contact us regarding any concerns or complaints about the content posted rather than posting their concerns or complaints on the site.
6. 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:



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<http://www.queensu.ca/urs/ethics/health-sciences-and-affiliated-teaching-hospitals-research-ethics-board-hsreb>)

For further details on University guidelines for Social Media, see
<http://www.queensu.ca/socialmedia/guidelines>

For details on the Faculty of Health Sciences Social Media Policy, see:
http://healthsci.queensu.ca/home/policies_forms

Disclaimer:

1. Messages posted that link to external sites represent the views and opinions of the source of information and do not necessarily reflect CPD's policies or positions unless clearly labeled as such.
2. CPD assumes no responsibility for any content of posts from outside users and the ramifications of said posts.

Revised by CPD Advisory Committee: December 7, 2016 and March 8, 2017

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