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SOCIAL MEDIA and AGENCY EQUIPMENT USAGE POLICY

General:

The intent of this Policy is to provide employees and volunteers of Community Living-Central Huron with guidelines and procedures regarding the use of agency equipment and social media. Social media can assist the Agency to promote events, the Agency's vision and mission, recruitment and assist individuals supported; however with these benefits comes greater responsibility, scrutiny and a high level of propriety, meaning no right to use without a license from the owner, protected by patent, copyright trademark. Remember the internet is permanent, we are all ambassadors of Community Living-Central Huron. It is important that we are aware of the implications of engaging in social media and online communication when referencing the Agency, its employees, volunteers, business associates, family and people supported.

The primary use of Agency equipment is for agency business; personal use is prohibited. All equipment is the property of Community Living-Central Huron; management reserves the right, with reasonable grounds, to monitor/view all electronic communication, internet history files and graphic caches, with authorization from the Executive Director or designate. The use of equipment and technology must be consistent with the Agency's Vision, Mission and Policies, specifically, but not limited to Confidentiality, Privacy, Duty of Care, Code of Conduct and federal and provincial laws.

Non compliance with the Social Media and Agency Equipment Usage Policy is subject to discipline, up to and including dismissal from the Agency's employ and services. Destroying data is a criminal offence.

Definitions:

Agency Equipment: includes, but is not limited to computers, ipads, iphones, ipods, external drives, walkie-talkies, lap tops, telephones, cell phones, internet, fax machines, laminator, photocopier, TV, VCR/ DVD Player, video camera, camera, global positioning system (GPS), postal machine, post office box, internal mail boxes, etc.

Freedom of Information and Protection of Privacy Act (FIPPA): an Act that legislates the privacy rights of individuals to access records in the custody or control of a public body/institution, including access to one's own personal information; FIPPA sets out the terms in which a public body can collect, use and disclose personal information.

Password(s): is a secret word or characters used by an operator to prove identity or gain access to a resource; a password is not shared with others; Agency maintains a confidential list of all passwords.

Security Software: refers to a computer program designed to enhance information security and unauthorized access. Similarly, the defence of computer networks is called network security.

Social Media: is various forms of electronic communication and online technologies, such as Facebook, Twitter, blogs, message boards, chat rooms, Snapchat, Instagram, LinkedIn, online forums, social networking sites and other forms of electronic communication as such continues to evolve;

Software: would include all software for all equipment listed above and operating systems.

Procedures:

- All Agency equipment and electronic technologies will be labelled as property of Community Living-Central Huron; the use of agency equipment and electronic technologies is a privilege and must be treated as such;
- Staff are required to use Agency equipment for work purposes; use of similar personal equipment and/or technology is strongly discouraged. Use of personal equipment for work purposes requires approval of the relevant Supervisor. The Agency will not be liable for any damage nor has any responsibility to repair, replace or maintain any personal equipment used by staff for work purposes;
- All workstations and portable devices are secured with appropriate licensed security software; Administrative Staff will ensure installation of appropriate software for security protection;
- All workstations and portable devices must be secured with a password; all passwords will be registered with the Administrative Coordinator and kept confidential and will only be accessed by other staff for emergency purposes; passwords are the property of Community Living-Central Huron; portable devices are at a very high risk of being stolen or lost.
- Access to various data on computers, ipads, iphones, etc. will be restricted to relevant Staff;
- Community Living-Central Huron uses external resources and expertise for the purchase, repair and maintenance of Agency owned equipment;
- Community Living-Central Huron Administrative Staff will ensure data on shared drives is backed-up on a daily basis and kept off-site in a secure, confidential manner;
- Information or instructions regarding accessing Agency equipment may be obtained from your immediate Supervisor or Administration Staff.
- An email system is provided to employees of Community Living-Central Huron to assist in conducting business and supporting individuals; information in the email system is part of the public record of the Agency and is Agency property. Staff emails must contain the staff member's name, position and the Agency's name and contact information. Email communication is to be treated in the same way as other types of Agency correspondence and reports and will held to the same standards with respect to appropriate contents and language. Agency email must contain a disclaimer stating the message is only for the named recipient and may contain confidential or privileged information, if received in error please advise the sender. Also, for staff that are supporting the Board of Directors with fundraising endeavours email must in compliance with the Anti-Spam Legislation.
- The Executive Director will designate management staff to maintain, post, administer and engage on social media. Social media is a public forum and the same considerations would apply as when speaking in public or written correspondence.
- The use of texting among staff is strongly discouraged for: security reasons, impersonal form of communication, shortened and/or abbreviated language, therefore creating a source of possible mis-communication. Staff will receive permission from their Immediate Supervisor on a case-by-case basis to utilize texting; should staff utilize texting, they maybe required to submit their cell-phone to their Immediate Supervisor, who may chose to have all Agency

related information transcribed to be included with Agency records;

- **Always be mindful of your duties and do not post or disclose proprietary and/or confidential information, images without a signed Release of Information.**

Social media is not a substitute for inter-agency communications; important information should be transmitted through normal channels (memo procedure, phone call, phone messages, etc) Unacceptable conduct on social media and use of Agency equipment includes but is not limited to the following:

- a) Using social media or Agency equipment for any illegal activity, including violation of copyright or other contracts. This means, in part, that no pirated or self-owned computer software or hardware shall be installed on any Community Living-Central Huron computer systems;
- b) Utilizing social media for personal use, financial or commercial gain;
- c) Degrading or disrupting equipment or system performance;
- d) Vandalizing the data of other users or posing as someone other than yourself;
- e) Gaining unauthorized access to resources or entities;
- f) Invading the privacy of individuals;
- g) During working hours accessing via computers, ipad, cell phones, internet sites or programs that are unrelated to their job description/responsibilities;
- h) Adding new software programs or applications (apps) without written authorization of the Immediate Supervisor or the Administrative Coordinator.
- i) Sending electronically or downloading Agency files, including personal information on people supported on portable flash drives, USB sticks or disks without the prior written approval of their immediate Supervisor. Use of portable storage devices is strongly discouraged.
- j) Sharing the access codes, changing access codes, account numbers, passwords or other authorizations, including keys, that have been assigned to them without written authorization from the Executive Director or designate. All staff must request in writing to the Administrative Coordinator should they wish to change their password(s) and/or pass code.
- k) Allowing unauthorized persons access to Agency equipment/technology.
- l) Using abusive or otherwise objectionable language in either public or private messages.
- m) Purposely sending messages that are likely to result in the loss of information or disruption to the system (ie. computer virus).
- n) Publishing Web Pages or posting links to sites without the approval of the Executive Director or designate.
- o) Sending inappropriate messages and/or images or viewing such sites/images. These include but are not limited to messages and or images that are racist, pornographic, dangerous, obscene, inflammatory, illegal or interpreted as harassment.

- p) Sending “chain letters” global messages or other types of ‘spam’ communication.

All users of the internet and e-mail having access through Community Living-Central Huron computers, facilities, offices, or network, must recognize that Community Living-Central Huron does not accept any responsibility for the use or misuse of information acquired, as well as any situations, issues, litigation that might arise from unauthorized use or contravention of the above rules of conduct.

Any unacceptable use (as outlined above) of Community Living-Central Huron equipment, social media and procedures outlined in this Policy will be addressed by the Immediate Supervisor.

Summary:

Equipment is for Community Living-Central Huron business only.

Social media has become an integral part of our ‘work’ lives and to keep in touch with family, friends, seek out information, etc. This Policy is not intended to interfere with the private lives of employees, volunteers or people supported, it is to ensure the image and branding of Community Living-Central Huron is maintained in a positive light and to protect the health, safety and well-being of all those associated with the Agency.

- Be respectful;
- be genuine;
- be honest;
- protect the Agency’s private information and those associated with the Agency;
- exercise good judgement and common sense;
- if in doubt, don’t post it; ‘take a beat before you tweet’; don’t be a cyber bully

Related Policies:

- Vision, Mission and Service Principles (A-001)
- Guiding Principles (A-002)
- Confidentiality (A-003)
- Privacy (A-004)
- Press and Media Releases (B-002)
- Volunteer (B-007)
- Purchasing and Credit Policy (B-008)
- Accessibility Policy (B-009)
- Duty of Care Policy (B-010)
- Code of Conduct (B-011)
- Individual Welfare/Rights (C-001)
- Complaint/Feedback Policy and Procedures for Persons Supported (C-003)
- Abuse (C-004)
- Individual Support Policy for Persons Receiving Service (C-009)
- Orientation for People Supported (C-011)
- Missing Person/Unknown Whereabouts Policy (C-016)
- Relationship with Law Enforcement Agencies (C-017)
- Health and Safety Policy Statement (D-001)
- Emergency Policy (D-003)
- Bullying, Harassment and Workplace Violence Policy and Procedures (D-007)
- Preventative Maintenance Policy (D-009)
- Working Alone Policy (D-012)
- Health and Safety Orientation Policy (D-015)
- Workplace Inspection Policy (D-021)

- Lifts, Transfers and Physical Assistance Policy (D-023)
- Hiring Policy (E-002)
- Employee and Volunteer Orientation Policy (E-005)
- Employee Performance Appraisals (E-008)
- Vehicle Use (E-009)
- Personal Property Damage (E-010)
- Employee Performance Standards (E-011)
- Disciplinary Policy (E-012)
- Sexual Harassment (E-013)
- Record Retention and Archives (E-018)