

Social Media and CHEO		
For Policy Office Use Only		
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Policy Sponsor: Chief Branding & Communications Officer		
Policy Author: Chief Branding & Communications Officer (Anick Losier)		Dept: Communications
Scope/Impact: CHEO Staff, Medical Staff, Learners, Volunteers		
Keywords: media, families, reputation, branding		

1. Purpose

The purpose of this policy is to:

- Provide clarity on how social media platforms are used to advance CHEO's mission, values, work and commitments.
- Recognize the impact social media can have on the organization's or individual's reputation and brand and provide guiding principles to support and protect everyone.
- Protect children and families by ensuring that social media activities adhere to CHEO's privacy guidelines.
- Set expectations for CHEO staff, medical staff, learners, volunteers to follow when using social media in a personal context.

2. Scope

- This policy applies to all staff, medical staff, learners, volunteers or anyone working at CHEO or on the CHEO campus, including community locations that are part of CHEO, CHEO RI.
- As social media is recognized to be used for personal purpose by most, the policy is intended to clarify and outline the expectations on the use of social media as it relates or impacts CHEO.
- This policy applies to the use of social media platforms by CHEO, CHEO RI and CHEO Foundation as corporate channels.

3. Responsibilities

CHEO corporate social media channels are the responsibility of the Chief Branding and Communications Officer (CBCO) and serves CHEO, CHEO RI and CHEO Foundation. The communications teams for all three entities collaborate to produce, publish, engage and monitor these channels.

The addition of new platforms to CHEO's social media strategy is under the purview of the CBCO, in discussion and collaboration with appropriate representatives from each entity. Social media channels led or added by specific or individual CHEO departments and teams are discouraged.

The use of personal social media platforms is a personal choice. What is written on personal media platforms by anyone who works at and serves CHEO is ultimately their responsibility. Any reference to CHEO, CHEO program or activity, CHEO-related event, or CHEO issue will be considered as associated with CHEO and therefore must be consistent with CHEO's policies and values.

4. Policy

Online platforms have changed how we work and communicate corporately and with each other. While we recognize that social media platforms offer a form of expression for everyone, the following guiding principles apply to anyone working on CHEO Campuses or from home on CHEO business:

Our guiding principles

Responsibility:

Only members of the communications teams from CHEO, CHEO Research Institute and CHEO Foundation can publish on CHEO's official social media channels (See list on Annex A). The content is linked to the three entities' activities, programs and services, recognition. Access may be provided to specific individuals for content such as recruitment, but on an exceptional basis only. Approval of such exceptional requests will be made by the CBCO.

Engaging and monitoring:

Dedicated members of the communications teams from CHEO, CHEO RI and CHEO Foundation are responsible for monitoring and engaging on CHEO's official social media channels. Only they can respond on behalf of the organizations under the purview of the CBCO. They may track or monitor public social media activity to ensure that everyone is compliant with this policy.

Privacy and confidentiality:

Any publication about CHEO programs, activities, services must ensure that it respects the privacy and confidentiality of patients and of those who work at CHEO. Publication or identifying information of patients must ensure it includes consent (as per Media Relations Policy).

Respect and professionalism:

Anyone engaging on social media channels must do so in a respectful and professional manner, especially if the individual can be identified as a CHEO staff, medical staff, learner, researcher, or volunteer. Publishing litigious, inaccurate or hurtful messages that could impact the brand and reputation of CHEO overall is forbidden as it does not reflect the CHEO mission, values and commitments.

Endorsements and/or medical advice:

It is recommended that anyone linked to CHEO does not endorse or solicit without prior permission received through the Communications department. Medical staff, clinical staff or learners should not provide medical advice or recommend specific treatments, services or medications.

Advocacy:

CHEO supports open dialogue and the open exchange of ideas. Staff who have identified themselves online as working at CHEO should be mindful about publicly endorsing or supporting groups, petitions and organizations that may be in conflict with CHEO's mission, values, work and commitments.

5. Guidelines for Social Media Use

Protect Patient Privacy:

- Never post images or videos of patients, patient information
- Never discuss patient or cases in any way that could potentially identify them.
- Never disclose confidential information learned during employment.

Professional Conduct:

- Do not post content that is discriminatory, harassing or offensive.
- Refrain from engaging in online arguments or making negative comments about colleagues, patients, or the organization.
- Be mindful of language and tone.
- Respect copyright laws.

Representing CHEO:

- Whether or not you identify officially at CHEO, make it clear that the views expressed are your own and not of CHEO's.
- Do not use CHEO's logo or brand without permission.
- Be cautious in engaging with media online; as per Media Relations Policy, please refer them to the Communications Department.

6. Cross-References

- 6.1. Media Relations
- 6.2. Consent to Treatment
- 6.3. Code of Conduct
- 6.4. Personal Health Information Protection
- 6.5. Acceptable Use of Information Systems
- 6.6. Mobile Telecommunication Device

7. Appendices

- 7.1. CHEO Corporate Social Media Channels (as of Oct 2024)

8. Key Definitions

Advocacy: Advocacy is the act of publicly supporting or recommending a particular cause or policy. It involves speaking up, defending, or pleading on behalf of someone or something to promote change or influence outcomes.

Engagement: Actions that reflect and measure how much your audience interacts with your content. Social media engagement can include views, reach, likes, comments and shares, but varies by platform.

Monitoring: The process of tracking conversations about a brand or topic on social media. It involves collecting and analyzing user-generated content to understand what people are saying about a brand, product, or service, and keeping track of customers' likes, dislikes, wants and changing needs, and current trends.

Social media: Social media encompasses online platforms and websites that enable users to create and share content, connect with others, and engage in social networking. It facilitates interactions, discussions, and community building through various media formats like text, images, and videos.

Version History:

Date	Type of revisions	List of revisions
Nov. 30, 2010	New	Creation of policy
Jan. 24, 2025	Major Revisions	Rewrite of policy

Annex A: CHEO Corporate Social Media Channels (as of Oct 2024)

- [Facebook](#)
- [Instagram \(@cheohospital\)](#)
- [LinkedIn CHEO: Overview](#) | [LinkedIn](#)
- [LinkedIn CHEO: Overview](#) | [LinkedIn](#)
- [YouTube](#)