

## **Social Media Policy**

**Updated November 2019**

### **Purpose**

The CVCDA recognizes the functional use of social media or web tools and the familiarity employees may have with accessible online means of communication. While the use of social media for informational and promotional purposes may be supported, it is considered essential that CVCDA employees understand the broader implications and potential risks to self, fellow employees, Board members, and the agency in using social media in the workplace.

### **Policy**

1. Regardless of the media being used, CVCDA employees must not do anything that could harm the reputation of the CVCDA. They must always be aware of their role as an employee of the CVCDA when posting personal commentary or other information to an online platform that is intended to be accessible to a wide community of followers or the public at large.
2. CVCDA employees must ensure that any comments, photos or videos they post to blogs or social networks, as well as photos, file sharing, tagging, podcasting, wikis, and other similar tools, do not involve the children with whom they work, or the parents or caregivers of the children who are clients of the CVCDA.
3. As a private citizen, CVCDA employees have the same rights of free speech as other citizens; however, they may not represent the CVCDA on their own personal social media sites. All employees are bound by the CVCDA Confidentiality Agreement, applicable national and provincial legislation, and this policy.
4. It is the dedicated webpage and social media sites of the CVCDA bearing the official CVCDA logo that are used for the purpose of informing or communicating information about CVCDA programs and facility.
5. Employees will not use personal online tools to produce, post, and interact using text, images, video, and audio to communicate, share or network information about an identifiable person who is a CVCDA client, a relation of a CVCDA client, a CVCDA employee, or a CVCDA Board member. This would include information such as the individual's name or other information such as their email address or username if it includes the person's name, a portion of their name, or is otherwise identifying in nature.
6. Employees of the CVCDA are expected to not accept invitations to be friends with, or be otherwise connected, over social media with current CVCDA clients. <sup>1</sup>
7. Once a client file has been closed to all services at the CVCDA, employees are expected to wait a reasonable time (minimum of 1 year) before accepting an invitation to be friends with, or be otherwise connected, over social media.

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<sup>1</sup> In the event that a CVCDA employee has a pre-existing connection on social media with an individual who then becomes a client of the CVCDA, they must declare this and receive the endorsement of their supervisor to maintain this connection.