



<b>Operations Policy: Social Media</b>	
<b>Authority: Executive Director</b>	<b>Effective Date: March 13, 2018</b>
<b>Area of Responsibility: Communications</b>	<b>Revision Date: June 8, 2022</b>

1. **PURPOSE**

To outline the appropriate use and process for ARNM’s social media channels (including but not limited to):

- Facebook
- Twitter
- LinkedIn
- Instagram

2. **SCOPE**

This policy encompasses any existing ARNM social media accounts and any affiliation between ARNM and personal accounts including those of staff and board directors.

3. **POLICY**

- 3.1 Only designated employees are allowed to post to ARNM’s social media pages. When conducting ARNM business on social media channels, employees must comply with all ARNM policies and standards.
- 3.2 If staff or Board Directors wish to represent their roles at ARNM on their personal social media accounts, they must indicate in their biography they do not speak on behalf of the organization. “Tweets are my own” is an acceptable phrase to indicate this. These accounts should not be linked to official pages or accounts of the ARNM.

4. **CRITERIA**

- 4.1 Content should tie to the mission and strategic goals of the organization. Areas of focus include:

- a. Public policy relating to health and nursing
- b. News related to health and nursing
- c. Social determinants of health
- d. Health system
- e. Professional development
- f. Wellness
- g. Association business, events, programs, services, etc.
- h. Association partnerships

#### 4.2 When sharing content from other sources:

- a. Content is relevant to nursing and/or health care
- b. Content is from reputable sources/accounts
- c. Emphasis on Canadian and Manitoban content, particularly when relating stories of nurses
- d. Content shared from jurisdictions outside of Canada ties directly to health care
- e. The reason we are sharing the content should be evident from the topic or the attached comment
- f. Content should not be political or related to labour issues unless we clearly emphasize that we're sharing news for general awareness

## **5. Procedure**

- 5.1 ARNM's social media accounts are managed and monitored by the Communications and Marketing Coordinator. Daily operation, including the posting of content, may be assigned to a designate (such as the administrative coordinator) with the approval of the Executive Director.
- 5.2 Prior to posting on the ARNM's social media accounts, authorized employees will consult with subject matter experts when posting information that is not already available on the ARNM's website and will consult the Executive Director on sensitive or controversial issues.
- 5.3 The Executive Director tag will identify the tweets directly from the Executive Director. This tag will use the format of "- initials".
  - a. The tag will be explained in the biography on ARNM's Twitter profile.
  - b. Posts using the tag will be approved by the Executive Director or taken from an event script that has been approved by the Executive Director.

- c. The tag will be used to highlight the Executive Director’s public appearances, important meetings, and interactions with members, as well as reinforce a statement/key message from the executive office.
  - 5.4 Social media “House Rules” will be posted on ARNM’s Facebook page to outline the terms of use and to ensure our page is a safe space. Specifically, these rules guide participation on this social media channel, clarify appropriate behavior, and detail the actions that will be taken if these rules are not followed.
  - 5.5 If a nurse posts something that may be considered unprofessional, unethical, or unbecoming on an ARNM social media page, a screenshot of the post will be taken, the post will be deleted and the screenshot will be provided to the Communications Manager or Executive Director if escalation is necessary.
  - 5.6 Monthly monitoring and reporting of social media usage will be conducted by the Marketing and Communications Coordinator or designated and provided to the Executive Director for inclusion in the operations report to the Board of Directors.
6. **REVIEW**  
To be reviewed every three years.
7. **RELEVANT REFERENCE MATERIAL**
  - 7.1 Social media strategy
  - 7.2 Social media house rules