Social Media

Policy Intent:

Our youth engagement strategy means that we need to be where youth are, and this means utilizing social networking tools to communicate and distribute information. The privacy issues that arise with social networking, especially as our key users are youth, can be problematic. These guidelines will describe how we use social networking platforms to strike a balance between the privacy of our users and the potential for information sharing. It is also important to have guidelines for team members so that they can protect themselves, the youth they serve, and the key messages and objectives of **mind**your**mind** of Family Service Thames Valley.

Social networking profiles may include any and all of the following platforms:
Facebook, Twitter, Myspace, Tumblr, Youtube, and LinkdIn, Pinterest, Instagram etc..   These are subject to change as new platforms arise and current platforms become outdated or irrelevant.

Policy:

Our online profile as **mind**your**mind** team members should be an extension of our profile as an organization. During work hours, team members, contractors, students, interns, and volunteers of **mind**your**mind** will use communication technologies in a professional manner that supports the mission of the Program.

Communication technologies will be used in ways that do not compromise the safety and confidentiality of youth participants, team members or the organization.

Important:

- Social Networking platforms are <u>not</u> a replacement for a therapeutic relationship, and this should be made clear in any communication with users of **mind**your**mind** social networking profiles and/or web platforms.
- **mind**your**mind** is not a crisis line, medical advice platform or counselling service
- **mind**your**mind** team members do have a "Duty To Report", and when possible, will report concerning activity social networking platforms.

- ❖ *Please see the Privacy and Reporting Policy for further information about reporting procedures and duty to report guidelines.*

Approved By:		_____

Date:		_____

Procedures:

Employee Profiles

mind**your**mind team members are permitted, and even encouraged to, have a professional mind**your**mind profile on social networking sites. A professional profile would be created for the purpose of sharing information, making contacts with youth and other like-minded organizations in the community, and gathering content for **mind**your**mind.ca** and **mind**your**mindpro**.ca.

If a professional profile is created for **mind**your**mind**, team members are expected to:

- Surrender passwords to **mind**your**mind** profile to the Graphic Designer, and treat their professional profile as digital space owned by **mind**your**mind**.
- An employee leaving their position will surrender the profile to **mind**your**mind** Program Director or the Project and Social Media Coordinator, and the profile may be taken over by the incoming person to that position.
- Exiting **mind**your**mind** team members will contact all followers/friends on their list and inform them that they are leaving their position, and that the profile will be "deleted" or surrendered to their incoming replacement.
- Only share information that is relevant to the aims and objectives of **mind**your**mind** and Family Service Thames Valley. Using a professional **mind**your**mind** profile to express personal political opinions, express grievances, abuse or disrespect others, or express opinions or views that are generally is in conflict with the ideals and aims of **mind**your**mind**, is unacceptable.

Moderation

Social networking platforms give users the opportunity to respond to information and ideas in real time. **mind**your**mind** team members who access and maintain professional profiles on social networking sites need to be aware of when to moderate comments by users.

- Team members who manage social media profiles and accounts can update and maintain these accounts during business hours, but are not expected to monitor their accounts outside of hours. The exception to this would be in the instance where there is an upcoming event and social media is being used to promote or facilitate the event. In this case, **mind**your**mind** team members may be expected to update and moderate social network profiles outside of office hours temporarily.

Moderation Procedures:

mindyour**mind** will only remove posts by users or moderate when there is a safety issue, or when comments/contributions are harassing or damaging to other users .
Submissions/Comments received may be **deemed inappropriate to post** if:

- The content is triggering, or might cause trauma to those who read it. i.e. detailed, explicit content, like descriptions of abuse, self harm, etc.
  *Note: While we do post stories about past self- harm, suicide attempts etc, **mind**your**mind** must use discretion to decide what would be deemed too explicit or triggering to post.*
- The content is very negative, to the point of being harmful or potentially triggering.
- The content is completely unrelated to the aims/objectives of **mind**your**mind**. (i.e. an advertisement, "spam", etc.)
- The content is offensive, abusive or defames **mind**your**mind** or other users; or targets political, racial, ethnic, religious, socio-economic, LGBTQ or other groups negatively.

When content is removed/moderated:

- A screen shot is taken of the content to be removed and saved in a file for documentation.
- Remove the post or comment when possible.
- **mind**your**mind** may decide to private message the user to either explain why their post was taken down via private messaging or chat while making it clear that **mind**your**mind** is <u>not</u> a counselling service or crisis line.
- **mind**your**mind** profiles will clearly indicate that the accounts aren't moderated 24/7, and provide link or info about crisis lines and/or other immediate resources.
- If **mind**your**mind** becomes the target of unsubstantiated claims or harassment on Twitter, facebook or other social media platforms, **mind**your**mind** team members will only respond to under the direction of the Program Director.

Reporting:

- If an incident occurs with a user that indicates the need to report (See Reporting Policy) because of a threat to harm, suicide, confession of harm, or anything involving a young person that falls under the **Duty To Report**, the Program Director will be notified and reporting policy/procedure should be followed.
- Some social networking sites have their own reporting/suicide resources or procedure, and when possible, the user may be directed by **mind**your**mind** team members to utilize these resources as well. (i.e. Facebook live suicide chat feature)
- In instances where a user on a social networking platform seems at risk, but it is not possible to "Report" in a traditional way, mindyourmind team members may private message the user, when possible, and direct them to crisis lines or emergency services, while making it clear that **mind**your**mind** is <u>not</u> a counselling service or crisis line.

- ❖ *Please see the Privacy and Reporting Policy for further information about reporting procedures and duty to report guidelines.*

Manual:	mind**your**mind Policy Manual
Section:	Social Media
Subject:	Employee Profiles, Moderation, Reporting
Date Approved:	March 30, 2012
Revision Approved:	TBD

Privacy:

Connecting with youth via social networking platforms has the potential for compromising the privacy of the youth we work with and the team members of **mind**your**mind**. While it is recognized that **mind**your**mind** has no control over another user's privacy settings, **mind**your**mind** team members do not, or should not, need to have access to all of a young person's personal information or pictures on a social networking platform. When **mind**your**mind** team members connect or network with youth via social networking, they should:

- Only be "friending" or "adding" youth or specific **mind**your**mind** partners using their professional **mind**your**mind** profiles. Personal profiles, while they may be used to share **mind**your**mind** info with their friends or family, should not be used when interacting with youth volunteers or community members specific to **mind**your**mind** partnerships or volunteering.
- When **mind**your**mind** team members add a young person to their professional profile, they will ask the young person to set their privacy settings in such a way that blocks **mind**your**mind** team members from seeing pictures or other personal information on their profile. It is recognized, however, that **mind**your**mind** cannot control another user's personal privacy settings.

Creative Commons

Tools, videos, resources and any materials created by **mind**your**mind** posted on any social media web platform is dine so under the terms and conditions of the Creative Commons License. This clarifies the terms around others using and sharing our resources:

Under the Creative Commons License:

You are free:

- to copy, distribute, display, and perform the work

Under the following conditions:

- Attribution — You must give the original author credit.
- Non-Commercial — You may not use this work for commercial purposes.