



Social Media & Media Policy

Social media offers the opportunity for people to gather in online communities of shared interest to create, share, comment, discuss, and / or consume content while assisting in building personal and/or professional profiles and/or relationships, as well as fans and or followers worldwide.

Scope

This policy applies equally to all volunteers, employees, directors, officers, members, partners, sponsors, and any other Canadian PPE Network related personnel.

This policy covers any/all forms of media and social media.

Social Media includes, but is not limited to, such activities and platforms as:

- Maintaining a profile page on social or business networking sites such as LinkedIn, Facebook, Twitter, Instagram, SnapChat, YouTube and other social platforms.
- Content/photo/video sharing platforms such as Flickr, YouTube, Pinterest etc.
- Commenting on blogs for personal or business reasons.
- Leaving product/service reviews on retailer sites, stakeholder review sites.
- Taking part in web-based votes, polls, or conversations on public and private forums.
- Commenting/editing of Wiki-based/style pages.

Policy Objective

The intent of this policy is to include anything posted - meaning content intended for public view, sharing, interaction, and/or commenting in/on public platforms where information, comments, and/or content is shared that might negatively affect or impact PPE Network members, colleagues, stakeholders, sponsors, partners, or corporate staff directly, or indirectly.

Principles

We Encourage:

- Following sponsors, partners, and colleagues to build awareness of ours, and their pages/content to show support.
- Celebrating the accomplishments of colleagues, partners, sponsors, and/or members' work, education, awards, and/or recognitions.
- Commenting and sharing positively your own personal and professional performances, accomplishments and recognitions.
- Sharing your excitement or participation in/about upcoming events.
- Saying thank you to those that celebrate you, your colleagues, partners, sponsors and/or other members.
- Supporting our sponsors, partners, colleagues, members and/or supporters.
- Having fun, being positive, and being yourself.
- Seeking guidance if you are unsure of your post, comment and/or tweet.
- Remembering we are all human, and equal, and although everyone has an entitlement to their own personal opinions and feelings, we can disagree respectfully.

We Discourage:

- Posting destructive comments about any individual, company, product or brand. Even if the target is not a current sponsor, member, or partner - they could be in the future.

- Posting destructive comments about a competitor to any of the PPE Network's corporate partners.
- Posting negative/destructive comments about your peers/employers past and present.
- Posting negative comments about the PPE Network, its members, volunteers, sponsors, partners, directors, and/or officers. This includes events, the organization as a whole may engage in or organize, policies, procedures, internal operations and/or strategies.
- Releasing/posting/sharing written and/or photos identifying individuals, care plans, confidential medical information about members, clients, residents, patients or their respective families within direct or indirect care.
- Releasing/posting/sharing written and/or photos of confidential information operations of PPE Network, its members, partners, sponsors, volunteers, or directors including, but not limited to meetings, notes, strategies, finances and other internal operations.
- Posting information about team meetings, union meetings, employer meetings, PPE meetings, or any other meetings that does not include information already made available to the public by the individuals, teams, unions, employers, organizations.
- Posting any negative and/or destructive, or vulgar comments, memes, and/or photos related to race, religion, sexual orientation, politics, or cultures.
- Publishing, posting, and/or the sharing of lewd, vulgar, pornographic, or obscene comments/photos
- Endorsing, promoting, and/or selling of any brand, product, service for personal monetary gain, or that conflicts with current PPE Network sponsors, partners, and/or donors that conflicts with current PPE Core Values and Integrity.
- Promoting, or engaging in any online harassment, bullying, cyber-bullying and/or mobbing - whether done openly, covertly, or via fake profiles/accounts created with the sole intent of malice to The PPE Network, members, partners, sponsors and/or donors.

Keep in mind - still photos, largely banned in some countries, may be uploaded to social media but can not be sold or "otherwise" distributed.

Lastly, keep in mind that there are laws in Canada that, if broken, can hold serious repercussions including criminal charges, criminal prosecution, fines and/or imprisonment.

Responsibilities:

The PPE Network will not:

- Use social media for the purposes of fraud, misrepresentation, or any other activity that contravenes the laws of Canada, The PPE Network's Privacy Policies, Code of Conduct Policies, Code of Conduct & Ethics, or any other applicable jurisdiction(s).
- Knowingly, willingly impersonate, or misrepresent identity, role, or position with The PPE Network, or any credentials of The PPE Network, or its members, partners, sponsors, directors, or affiliates in an attempt to engage in any illegal activities, monetary gain, or to engage in online activities to destroy, discredit, or otherwise prevent any other business/company from doing lawful business.

The PPE Network will:

- Ensure that representatives use social media positively when connecting with others.
- Properly understand each social media platform before directing representatives, members, directors, officers, and/or volunteers to engage with, or create PPE Network branded social media content.
- Monitor representatives' use of social media to the best of our ability, and ensure valid complaints are sent to the appropriate department to be assessed.

Filing a Complaint:

If an inappropriate comment/post is posted online that defames/damages another person, individual, company, member, director, partner, sponsor, or organization, and is deemed abusive, or a breach of confidentiality guidelines, does not fall within our Code of Conduct and/or does not adhere to or follow our Core Values, the individual who posts/comments/shares may have disciplinary action taken against them.

All complaints must be addressed in writing via email to the appropriate Director within the PPE Network in the Corporate Relations Department as listed within the website directory. If further investigation is needed, it will then be forwarded to our Corporate Advisor and HR Department for further review.

Disciplinary Actions:

Those identified breaching the scope of this policy, who breach our social media, media, Code of Conduct & Ethics Policy and Core Values protocol, will be reprimanded with the following infractions:

1st Breach - Immediate verbal notice and/or written warning.

Sanction: The offender, or appropriate PPE Network representative, may post a rebuttal, or statement to/regarding the original post, as directed by the Corporate Relations Department and/or HR Department.

2nd Breach - Immediate written warning and possible suspension

Sanction: Impose a possible 3 month suspension upon board review of the breach. The offender, or appropriate Network representative, may post a rebuttal, or statement to/regarding the original post, as directed by the Corporate Relations Department and/or HR Department.

3rd Breach - Immediate written dismissal

Sanction: Impose immediate written dismissal of offender, revocation of membership if a member, immediate dismissal of position if a board member, or immediate separation of partnership, sponsorship, or volunteer services where a second breach included a suspension. Where no suspension on second breach occurred, then a third breach can include a suspension in place of a dismissal pending board review. Where a suspension, or dismissal occurs, the appropriate Network representative shall post a rebuttal or statement to/regarding the original post as directed by the Corporate Relations Department and/or HR Department.

Any person found to be involved in online harassment, bullying, illicit behaviour, lewd, lascivious, illegal, pornographic, and/or fraudulent behaviour/activity as set out by Canadian laws and standards, may also face charges/fines and/or imprisonment.

Disclaimer:

We also recognize the freedom of speech in Canada. Therefore, individuals that are posting personal opinions of any/all business entities are entitled to voicing their personal opinions, views, interactions, and dealings with businesses as long as they are done in a respectful, informative, and educated manner backed with information and valid facts.

This is no different than giving an opinion, or rating on dealings with, or services from companies to the BBB, Yelp, Homestars, Google, Facebook - including any/all business/marketplace/public page ratings (personal sellers and professional businesses alike). These types of online postings can still be made as long as there is no malicious intent, intent to harm, inflict harm, incite violence, to any individual, group, race, culture, or business, or to prevent a business from lawfully operating and conducting their business.

Freedom of expression in Canada is protected as a "fundamental freedom" by Section 2 of the [Canadian Charter of Rights and Freedoms](#), but the charter permits the government to enforce "reasonable" limits. [Hate speech](#), obscenity, and [defamation](#) are common categories of restricted speech in Canada.

Freedom of expression in Canada is not absolute; Section 1 of the Charter allows the government to pass laws that limit free expression so long as the limits are "reasonable and can be justified in a free and democratic society.

“The right to express yourself and form your own opinions is an essential feature of a democracy. Freedom of expression is a core part of the right to dissent and a basic feature of personal development. It is only through exposure to different ideas and opinions that each person can make their own informed choices about their core beliefs. In Canada, section 2(b) of the Charter of Rights and Freedoms protects “freedom of thought, belief, opinion and expression, including freedom of the press and other media of communication”.

Restrictions on freedom of expression come in many forms including Criminal Code and Human Rights provisions limiting hate speech, municipal by-laws that regulate signage or where protests may take place, civil defamation (libel) actions, and restrictions placed on press freedoms.” - [Canadian Civil Liberties Association](#)

Canadian libel and defamation law:

Libel involves publication in some permanent form such as writing in a book or newspaper.^{[4]:91} [Defamation](#) is a tort that gives a person the right to recover damages for injury due to publication of words that were intended to lower a person’s character.^{[8]:51} The law encourages the media to publish with caution, to avoid any forms of libel and to respect a person’s freedom of expression.

"Defamatory libel" is a criminal offence under the *Criminal Code*. Subsection 298(1) defines defamatory libel as "a matter published, without lawful justification or excuse, that is likely to injure the reputation of any person by exposing him to hatred, contempt or ridicule, or that is designed to insult the person of or concerning whom it is published." Section 300 prohibits the publication of defamatory libels that the publisher "knows is false." Section 301 prohibits the publication of any defamatory libel, but this section has been found unconstitutional as it could criminalize the publication of matters that are true.

Cited Sources:

[Wikipedia - Free Speech In Canada](#)

[Canadian Charter of Rights and Freedoms](#)

[Section Two of the Canadian Charter of Rights and Freedoms](#)

[Canadian Human Rights Act](#)