

	Policy/Procedure Name:	Use of Social Media and Personal Devices
Manual: Administration	Number:	
Section: PR & Communications	Effective Date:	01 Dec 2012
Pages: 1 of 2	Revision Date:	07 May 2021

Purpose

To provide guidelines for the use of cell phones, personal devices and social media, both on and off duty.

Scope

The policy pertains to all staff members and credentialed staff at Muskoka Algonquin Healthcare (MAHC).

Policy Statement

While Muskoka Algonquin Healthcare encourages its employees to enjoy and make good use of their on-duty and off-duty time, certain activities on the part of employees may become a concern if they have the effect of impairing the work of the employee; harassing, demeaning, or creating a hostile working environment for any employee; disrupting the smooth and orderly flow of work within the organization; or harming the goodwill and reputation of the hospital among its patients/clients or in the community, at large.

In the area of traditional media (print, broadcast, digital) and social media (online services such as Facebook, Instagram, Google, LinkedIn, and Twitter, among others), employees may use such media in any way they choose as long as such use does not produce the adverse consequences noted above.

Procedure

1. Use of cell phones, personal laptops or other such personal devices when on duty is not permitted.
2. If an employee publishes any personal information about the employee, another employee of the organization, the hospital, a patient/client in any public medium (print, broadcast, digital, or online) that:
 - a. has the potential or effect of involving the employee, their coworkers, or the organization in any kind of dispute or conflict with other employees or third parties;
 - b. interferes with the work of any employee;
 - c. creates a harassing, demeaning, or hostile working environment for any employee;
 - d. disrupts the smooth and orderly flow of work within the organization, or the delivery of services to patients, clients or customers;
 - e. harms the goodwill and reputation of the organization among its internal stakeholders or in the community at large; or
 - f. tends to place in doubt the reliability, trustworthiness, or sound judgment of the person who is the subject of the information,

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The employee(s) responsible for such issues will be subject to counseling and/or disciplinary action, up to and potentially including termination of employment, depending upon the severity and repeat nature of the offense.

3. No employee may use hospital equipment or facilities for furtherance of non-work-related activities or relationships without the express advance permission of their manager.
4. Employees who conduct themselves in such a way that their actions toward and relationships with each other interfere with or damage work relationships, disrupt the flow of work or relations, or cause unfavorable publicity in the community, should be concerned that their conduct may be inconsistent with one or more of the above guidelines. In such a situation, the employees involved should request guidance from Human Resources to discuss the possibility of a resolution that would avoid such problems. Depending upon the circumstances, failure to seek such guidance may be considered evidence of intent to conceal a violation of the policy and to hinder an investigation into the matter.
5. Use of social media that involves any kind of criminal activity or harms the rights of others may result in criminal prosecution or civil liability to those harmed, or both
6. Social media access and use involving hospital equipment and resources are subject to MAHC's "Internet, E-Mail, and Computer Usage Policy" at all times.

How an employee uses social media is not a matter of concern as long as it is consistent with the above guidelines. Employees may address any questions on this policy to Human Resources.

Cross Reference

Internet, E-Mail, and Computer Usage Policy

Notes

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References / Relevant Legislation

Not applicable

Appendices

Not applicable

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