

Social Media Policy

All CLAE communications committee members or any CLAE member with access to the organization's social media platforms are expected to comply with the following policy

Background

CLAE members may use social media platforms to promote or further the organization's activities. The main platforms being used as of January 2022 are Twitter, Facebook and Instagram.

There will be one main activity that members of the communications committee will be engaged in using - the Twitter platform.

This is in addition to the usual secretariat-led Twitter activities, such as informing the general public and members of upcoming events or other CLAE initiatives that need to be shared.

Main Activity: This activity is the ongoing update of the CLAE organizational twitter feed (by assigned members) with epilepsy-related scientific news, research news, policy news or any news found to be relevant not only to the CLAE membership but to the general public at large. The newsletter release may be Tweeted as well as other important news for the membership such as award winners etc.

In particular, when members will be attending conferences, they are encouraged to share and post significant scientific developments or other items communications committee members would find newsworthy, perhaps even "digesting" or explaining the topic further as part of their Tweet. Communication committee members will be expected to post anywhere from once per day to 2-3 times per week when they are on "Twitter call", meaning they have a week assigned to them when they are posting worthwhile/scientific information and content on behalf of the CLAE.

Content

Given the increased activity on Twitter, but also other social media platforms, this social media policy was developed as a guiding principle governing any members' social media activity.

These guidelines were adapted from a number of companies including Dell, Intel and Ford as well as Harvard University.

a. Connect, engage and promote CLAE values

Consistent with any code of conduct, all team members should remain respectful to others when conducting business on behalf of the Canadian league against epilepsy, especially if they can be identified as a member of the league and even more so as a

communications committee member, a relationship that should be disclosed when possible. The CLAE has no tolerance for racism, bigotry, express or implied threats of harassment or physical harm or hate speech.

“Hate speech” includes any speech – or endorsement or promotion of speech – that is derogatory toward a group of people based on a protected classification, including race, ethnicity, nationality, religion, sexuality, caste, gender or disability. For example, speech that dehumanizes, ridicules, or condones or promotes violence against a protected class of people is hate speech.

How you say something can matter as much as what you say. You should not bully, harass or threaten violence against anyone on or outside of social media. If you find yourself in a disagreement on social media, use a respectful tone or disengage.

b. Be responsible, accurate and uphold the highest standards of scientific integrity

Make sure you are engaging in social media conversations the right way. Your communications should typically reflect your area of expertise.

All members are encouraged to speak about the organization, share news and information, repost and re-Tweet information they find valuable or that they consider patients, league members or other stakeholders will find helpful or enlightening.

Be very careful when you re-Tweet Twitter messages posted by a dubious, unverified source or other activist group on the organizational Twitter feed. Make sure to verify as best as possible the scientific content or the views of the organization you are re-Tweeting, to make sure they do not enter in conflict with the CLAE organizational values as they could do harm to the organization.

c. Protective privacy and confidentiality

Remember that all league members are for the most part healthcare professionals and as a result they should never disclose health private related information of any kind.

Above all, remember the following guidelines when using all social media platforms both individually and while assuming the CLAE’s activities (taken from Ford Motor Co social media policy).

1. Be honest about who you are
2. Use your common sense
3. Play nice
4. The Internet is a public space

5. The Internet remembers (i.e., “Whatever happens in Vegas...stays on Google.”)
6. An official response may be needed
7. Respect the privacy of offline conversations
8. Same rules and laws apply: new medium, no surprise
9. When in doubt, ask

References

<https://www.postbeyond.com/blog/5-terrific-examples-of-company-social-media-policies-for-employees/>

<https://www.intel.com/content/www/us/en/legal/intel-social-media-guidelines.html>

<https://www.delltechnologies.com/en-us/policies/social-media-policy.htm>

https://hwpi.harvard.edu/files/provost/files/social_media_guidelines_vers_2_0_eff_081814.pdf