Policy and Procedure

Type: Communications			
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PURPOSE

This policy governs the management of the online accounts of the Ontario Association of Medical Physicists (OAMP) and the publication of content and commentary on social media on behalf of the OAMP by directors and/or any members authorized by the board of directors to participate in OAMP online communications. The expectation of all OAMP directors, members, and volunteers is to act with integrity, treat others with respect, and protect the privacy of others. This policy does not apply to personal or private use of social media that does not involve an OAMP-related post. These policies and procedures are subject to the provisions of OAMP by-laws. If there is any conflict between these procedures and the by-laws, the by-laws prevail.

DEFINITIONS

Administrators: OAMP directors or members (in good standing) who have password-protected access to OAMP social media account(s).

OAMP-related Post: The information posted is information that the director or member has obtained as a result of their access to or relationship with OAMP.

Online Account: For the purposes of this document, all official facilities for online interactions, including but not limited to OAMP's website, email accounts, and social media accounts.

Social Media: For the purposes of this document, any facility for online publication and commentary, including but not limited to OAMP's website blog, wiki's, and social networking sites such as Facebook, LinkedIn, Twitter, Instagram, and YouTube.

Users: Members of a particular social media channel that may or may not be OAMP members, depending on the of social media's target audience, as determined by the administrator of that account.

Approved by:	Board, Motion recorded in minutes of 24/09/2019
Review:	5 year

POLICY

1. Authorized Administrators

Only OAMP directors or members in good standing who have been authorized by the board of directors may be online account administrators.

Any administrator of an OAMP account is expected to read and abide by this policy.

Administrators are responsible for the management of an online account including monitoring the account, accepting users into the social media stream, responding to requests and messages in a timely manner, and vetting content, as applicable.

Administrators are free to publish, respond and/or comment via social media and promote discussion amongst members and online users in accordance with this document.

Administrators have the authority to remove content and/or users who violate any content guidelines outlined in this policy.

2. New Accounts

The creation of an OAMP online account must be authorized by the OAMP board of directors. A lead administrator must be defined for each approved account.

In order to have consistent messaging and fulfil the strategic needs of the organization, creation of social media accounts for the sole purpose of a committee, working group, or OAMP sponsored events are discouraged. Instead, these groups should work with the administrators of OAMP's existing official social media accounts in order to have the largest impact possible.

If a committee working on behalf of an OAMP-sponsored activity, committee, or working group find it necessary to create a separate social media account, a request must be made to the OAMP board of directors, which must include the purpose and duration (i.e., finite or indefinite period of time) of the account as well as the proposed name and lead administrator. The OAMP Board will then offer a decision to accept or deny the request.

3. Online Account Identities, Usernames, and Login Information

At any given time a minimum of two (2) members of the OAMP Board must possess the login information for all OAMP online accounts and must be immediately made aware of any changes to usernames and/or passwords.

The name of an OAMP online account must be approved by the OAMP board of directors and be consistent with and/or complement existing OAMP online and social media presence as best as possible.

4. Privacy Settings

Privacy settings on OAMP online accounts should be set to allow anyone to see profile and contact information similar to what is available on the OAMP website. Other privacy settings that might allow others to post or see information that is personal or deemed confidential/proprietary to OAMP should be set to limit access.

5. Content Guidelines

OAMP online accounts must not be used for illegal purposes.

The current OAMP logo, photographs, and contact/website information should be used in the official online account profiles, when reasonably possible.

OAMP members should not be publicly cited or obviously referenced online without their approval.

Content should not be contradictory or in conflict with the OAMP website.

Information that is deemed confidential/proprietary to OAMP should not be posted.

Linking to content of interest from and/or following the social media channels of other groups or commercial vendors that are relevant to the activities and interests of the OAMP membership by official OAMP accounts does not imply endorsement of these entities by the OAMP.

All content must respect the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including OAMP's own copyrights and brands. Content should not include more than short excerpts of someone else's work. Such posts shall attribute the work to the original author/source and link to others' work rather than reproduce it.

All users should be treated with respect. Avoid arguments. Ensure comments are factual and do not disparage other parties. Refrain from comments that can be interpreted as slurs, obscenities, demeaning, defamatory, etc., and avoid topics unrelated to OAMP activities and interests that may be considered objectionable or inflammatory, such as politics and religion.

If an error is made, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so.

Directors and members are expected to read and abide by this policy when making and/or sharing OAMP-related posts from personal accounts.

6. Closing Accounts

The deactivation or closure of any OAMP online account must be authorized by the OAMP Board of Directors. When an account is deactivated or closed, that account must be removed in a timely fashion and content archived, when possible.

7. Enforcement

Any OAMP member who violates this policy may be disciplined at the discretion of the OAMP Board of Directors, up to and including potential revocation of membership, and subject to OAMP bylaws. Actions outside of the organization can affect a member's relationship with OAMP if such off-duty behaviours harm the reputation of members and/or the organization.

CROSS REFERENCES