

## CORPORATE POLICY, STANDARDS & PROCEDURE

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<b>AUTHORIZATION</b> Vice president, Communications and Public Affairs; Vice president, Informatics and Transformation Support; and Vice president, Employee Experience	<b>DATE APPROVED</b> June 5, 2018	<b>CURRENT VERSION DATE</b> June 2018

### DATE(S) REVISED / REVIEWED SUMMARY

Version	Date	Comments / Changes
1.0	August 2002	Initial Policy Released
2.0	February 2003	Revised
3.0	May 2008	Revised
4.0	June 2018	Electronic Communications policy reviewed and replaced with the new Digital Communications policy. The policy has been refreshed to update the following: <ul style="list-style-type: none"> <li>• Reflect changes in digital communications including the increased use of mobile digital technology in the workplace</li> <li>• Better define the policy regarding the creation of digital channels and define the process to request a channel when appropriate</li> <li>• Define the roles and responsibilities of users (staff, physicians, volunteers, contractors, et al.), managers and Communications and Public Affairs in relation to digital communications.</li> </ul>

### INTENT/PURPOSE

This policy outlines the responsibilities and expectations for Fraser Health [users](#) of digital communications devices and the use of digital communications channels, including (but not limited to) [social media](#) platforms, websites, apps, email marketing tools, the internet and intranets.

Unless otherwise stated, this policy applies to all Fraser Health staff, physicians, volunteers, students and contractors associated with Fraser Health.

It intends to clarify the expectations for safe, professional use of digital communications aligned with our corporate values and other policies.

### POLICY AND STANDARDS

#### 1.0 Use of Digital Communication Systems and Devices

Voicemail, email, texting, messaging and internet available on an employee's telephone, computer, laptop, mobile phone or other digital device are provided by Fraser Health for use in carrying out the business, care and service of Fraser Health. Personal use is allowed when:

- It is during scheduled break times;
- Use does not violate a law such as copyright, criminal code, etc.;

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- Use does not contravene this or other Fraser Health policies such as the [Confidentiality and Security of Personal Information Policy](#) or the [Professional Image Policy](#);
- No personal software, music, videos or other applications not intended for business use are downloaded or saved;
- No charges are incurred by Fraser Health for any personal use;
- It does not pre-empt any Fraser Health business activity or compromise the security or quality of care (real or perceived) of patients and their families.

## **2.0 Portable Electronic Devices**

While in the workplace, during work hours, employees are expected to focus on work and may not use any device inappropriately. Unless required for operations/performance of ones duties, electronic devices should not be in view, or in use, while on shift. This includes the use of all mobile devices, whether owned by Fraser Health or a personal device. See the [Professional Image Policy](#) for more information on the use of personal mobile devices.

## **3.0 Access to Offensive, discriminatory, pornographic or gaming material is strictly Prohibited**

- It is strictly prohibited to access pornographic materials or any material which may be deemed in violation or offensive under the Human Rights Code (such as discriminatory or hateful material). Access to these materials will be cause for disciplinary action up to and including termination.
- Users are also prohibited from accessing internet based gaming sites.
- All Fraser Health staff and leaders must promptly report all violations of the above to a leader.

The above noted restrictions apply to the use of any Fraser Health equipment at any time.

## **4.0 Security and access control**

Users are responsible for all activity performed with their personal identification numbers (PIN) and passwords. PIN and passwords must never be shared. Users are forbidden from using PIN or passwords belonging to other users. Users are responsible to protect their PIN and passwords. This can be done by [selecting strong passwords](#), guarding against 'shoulder surfing', logging out or locking computers when leaving the area and setting screen timeouts with passwords.

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## 5.0 Protection of information and auditing

Fraser Health does not guarantee that digital communications will be private. Users should be aware that digital communications can be forwarded, intercepted, printed and stored by others. With few exceptions, digital communications are not encrypted and offer little or no protection to sensitive, or any, information.

Digital communication generated on or handled by Fraser Health systems, including back-up copies, are considered the property of Fraser Health. Authorization to review the content of a user's communications will require prior approval by the vice president of Employee Experience and the vice president of Technology, Informatics and Analytics.

## 6.0 Brand Oversight of Digital Communications

### 6.1 Email Communication

The following conditions apply to email use:

- Email must comply with existing Canadian legislation, regulations, policies and standards (e.g. the Freedom of Information and Protection of Privacy Act - FIPPA, Canada's Anti-Spam Legislation - CASL).
- Unauthorized attempts to access or use an email account other than the personal account assigned to a user is considered a breach of policy.
- All email attachments originating from a source outside of Fraser Health will be scanned for viruses prior to use.
- Users may not deliberately, or maliciously, or otherwise knowingly propagate viruses.
- Email that discriminates against any person or group for any reason is prohibited.
- Email must not be used for the following purposes:
  - unauthorized transmission to a third party of confidential material concerning the activities of Fraser Health, our patients, clients or residents;
  - solicitation of funds; (except in the case of our hospital foundations)
  - transmission of commercial or advertising material and for pursuing personal business interests and those of another organization;
  - transmission of hoaxes, chain letters and junk mail; and the creation and/or transmission of material that violates any Canadian laws and gives rise to civil or criminal liability.

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### **6.1.1 Broadcast Email Communication**

Fraser Health users are prohibited from communicating to internal or external audiences via broadcast email (email sent via an email distribution group) with the following exceptions:

- The communications are approved by the vice president, Communications and Public Affairs.
- The broadcast is part of a regularly scheduled and approved broadcast email to staff such as the internal staff newsletter, CEO messages, and established corporate leader resources or other subscriber-based distribution list or newsletter.
- The message is sent to and intended only for the sender's immediate department and relates to official Fraser Health business.
- The broadcast is an emergency or urgent notice containing critical information related to health care and/or safety of our employees, patients, clients and / or residents.

### **6.2 Developing Social Media, Web Channels and Mobile Apps**

Staff interested in creating and/or managing a mobile app for public use, social media channel, website or intranet must first consult with the Communications Department to present a business case and needs assessment to Communications and Public Affairs. The business case must outline why the current, official channels are not appropriate for the need, why a new site or channel is needed, how it will integrate with our official channels and how the site will be resourced, maintained and managed. For internal/clinical digital channel or apps, the business case should be sent to Information Management.

No official or unofficial digital communications channels may be created for Fraser Health without express permission of the vice president of Communications and Public Affairs. This approval must be secured independent of funding or resource approvals.

### **7.0 Guidelines for participating in online DIGITAL MEDIA**

Users are permitted to participate in official Fraser Health digital media during work hours provided that the participation does not interfere with, or pre-empt, the business activities of the organization. This includes following our channels and suggesting content for consideration.

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## 8.0 Roles and Responsibilities

### 8.1 Responsibilities

#### EMPLOYEES WILL:

- Follow all applicable Fraser Health policies. These include, but are not limited to, [Media Relations](#), [Respectful Workplace](#) and [Confidentiality and Security of Personal Information](#).
- Not allow participation in social media to affect your job performance or the quality of care your patients receive.
- Never discuss or post any information about patients, residents, clients or employees.
- Provide information about Fraser Health that is informed and factual.
- Not speak on behalf of Fraser health unless authorized by Communications and Public Affairs. Any media requests for information through social media are to be referred to Communications and Public Affairs for coordination of response.

All staff, physicians, volunteers and students are responsible for ensuring compliance with the Digital Communications policy. Disciplinary actions up to and including termination of employment or privileges, will be taken for violations of this policy.

#### MANAGERS WILL:

- Allow staff in their area to use social media, apps and online sites when it is relevant and applicable to their job and when participating in organizational campaigns provided it does not interfere with job performance or patient care.
- Must not take disciplinary action against employees for the opinions and disagreements expressed on official Fraser Health social media when those contributions are appropriate and in compliance with Fraser Health policies.

#### COMMUNICATIONS AND PUBLIC AFFAIRS WILL:

- Review all business case requests to develop digital channels (social media, websites, etc.) and approve requests if appropriate.
- Ensure that all digital communications channels align with the Fraser Health Corporate Identity and Brand Standards.
- Provide guidance, education and training (as required) on the proper use of digital communications channels.

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## **DEFINITIONS**

**Users:** refers to all users, employees, physicians, volunteers, contractors and temporary contracted personnel associated with Fraser Health.

**Digital Communications Equipment and Systems:** refers to all electronic systems and services used for communication, storage and processing. This includes, but is not limited to, telephone, electronic mail, fax, video conferencing, the internet, phone over internet (e.g. Skype) email or web newsgroups, chat, social media (e.g. Facebook, Twitter, Instagram), electronic bulletin boards, local and network storage devices.

**Strong Password:** refers to passwords that include a mix of upper and lower case letters, numbers and special characters.

**Broadcast Email Communications:** refers to email messages that are sent from one person or department to more than 100 other recipients simultaneously or a series of identical or nearly identical messages sent to a combined total number of recipients exceeding 100.

**Social Media:** is an umbrella term that includes (but is not limited to) Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat discussion forums, comment sections, message boards, blogs, wikis (collaborative information sites such as Wikipedia.org), podcasts, pictures and video posted on websites for social interaction purposes.

## **REFERENCES**

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