



Digital & Social Media Policy

The purpose of this policy is to provide PHA Canada Directors, employees, volunteers, and all persons with clear guidelines in relation to the organization's digital presence and brand usage, including on all social media and online platforms.

Representation & Branding Guidelines

1. The Board of Directors has ultimate responsibility for managing risks to the organization's reputation and credibility. The protection of PHA Canada's brand includes ensuring the professional and appropriate use of the organization's name, logo, email addresses, websites, social media handles, and related digital technologies.
2. No individual or group may represent PHA Canada, including through the use of PHA Canada's brand (i.e. name, logo, etc.), without explicit authorization by the Board of Directors or by the delegated authority of an employee.
3. All PHA Canada email accounts, websites, and social media accounts remain the property of PHA Canada and must be administered by a designated PHA Canada employee (i.e. Executive Director or Communications Coordinator).
4. For the purposes of this policy, individuals serving as PHA Canada Directors, employees, Ambassadors, or designated volunteers are considered "Official Representatives" of the organization and will receive a PHA Canada email address for the sole purpose of conducting business on behalf of the organization. These email addresses will be disabled immediately upon termination of the individual's term as an Official Representative.
5. PHA Canada reserves the right to seek the removal or termination of any email accounts, websites, blogs, social media platforms (including, but not limited to, Twitter, Facebook, YouTube, etc.), or any other online presence that seeks to represent or may be reasonably perceived to represent the official view of PHA Canada.
6. Official Representatives have an obligation to PHA Canada to ensure that any public communication they make, including social media communications, must not negatively impact the reputation of PHA Canada.
7. In order to ensure a coherent and strategic online presence, all digital communications representing the organization must abide by PHA Canada's *Brand Standard Guidelines (2014)*.

Engaging in Online Activities

1. Official Representatives are encouraged to engage with and share online content posted by PHA Canada branded websites and accounts. However, in the process of using digital and social media communications to engage with members of the pulmonary hypertension community and other relevant stakeholders, all reasonable efforts must be made to distinguish between personal and professional representations. In particular, all PHA Canada employees must:
 - a. Communicate exclusively through work-specific email addresses and social media profiles when representing the organization.
 - b. Utilize work-specific social media profiles that clearly state their title within the organization and include linkages to only their organizational contact information and not to any personal email accounts, websites, or social media platforms.
 - c. Be held personally accountable as a representative of PHA Canada for content published on the organization's official digital platforms.



2. Official Representatives must remain respectful of those they engage with when representing PHA Canada by:
 - a. Demonstrating due care and consideration for others' privacy and for topics that may be considered controversial or inflammatory (i.e. politics, religion, etc.).
 - b. Refraining from the use of personal insults, obscenities, or other conduct that may be perceived as aggressive, inappropriate, or unprofessional.
3. Official Representatives may gain unique insights into the personal lives of members of the pulmonary hypertension community, for instance through social media profiles or online groups/forums. Access to such information shall be considered a privilege and subject to PHA Canada policies concerning confidentiality and conflicts of interest. In particular, PHA Canada employees must:
 - a. Remain neutral and nonpartisan in relation to discussions or debates on social media platforms, interjecting only to provide relevant factual information or resources.
 - b. Politely disengage from discussions or debates on social media platforms that have or could become antagonistic or hostile.
4. Use of social media by PHA Canada employees during designated work hours shall be managed at the discretion of the employee's supervisor and may vary depending on the employee's role or work responsibilities. Social media usage that distracts from work responsibilities will not be tolerated.

Privacy

1. Digital and social media communications on behalf of PHA Canada must respect copyright, fair use, data protection, defamation, libel, and financial disclosure laws.
2. Digital and social media communications must protect confidential information about community members, employees, volunteers, and the organization. Specifically, communications should never reveal an individual's identity or health status/condition without that individual's explicit consent. This includes the sharing of photographs or "tagging" of individuals on PHA Canada's social media platforms.