



## **CAR Social Media Policy**

The intent of the social media policy is to establish clear guidelines for the staff and volunteers on the use of the CAR social media platforms. This document also aims to protect the CAR from potentially negative interactions/activities that may occur online. With the approval of the Chief Executive Officer, the CAR reserves the right to amend this document at any time.

### **1. Role of Social Media in the CAR's Mission and Objectives**

Social media allows the CAR to leverage online channels to enable two-way communication between the Association and stakeholders through online conversations and notifications. Social media can be a valuable tool for building relationships and sharing information; however, employees must exercise caution in its application and ensure consistent messaging that aligns with the corporate mission and vision.

The CAR's social media engagement is to be undertaken in a manner that supports and advances the Association's strategic direction and objectives by adhering to the following priorities:

- Maintaining a professional, transparent and honest social media presence;
- Ensuring messaging is consistent with strategic goals and long-term vision of the Association;
- The use of social media must enhance the CAR's role as the national voice of radiology in Canada;
- The use of social media must support the CAR as a thought leader for radiology and a trusted source for information regarding radiology and healthcare in Canada;
- Ensure that information shared on social media is from trusted and reliable sources and supported by research and/or evidence;
- Increase the CAR's access to audiences/stakeholders and widen its range of communication.

### **2. Social Media Management / Authority**

- The CAR's Director, Marketing and Communications is the lead on strategizing communication across all CAR social media in accordance with the overall CAR communication plans and is charged with overseeing the general content and direction of the CAR's social media activities.
- The CAR's Director, Marketing and Communications and Communication Specialist are the primary staff members charged with operationalizing and maintaining an engaging and responsive CAR presence on social media, including:
  - Posting approved messages about the CAR and its activities;
  - Responding to queries and comments, per directives and as appropriate;
  - Monitoring and maintaining the CAR's social media accounts;

- Monitoring social media activity of individuals and organizations of interest and engaging as appropriate;
  - Identifying appropriate measures of social media to gauge success;
  - Evaluating social media results against identified measures and reporting on activities, as required;
  - Identifying and sharing best practices.
- Where appropriate, the Chief Executive Officer or the Director, Marketing and Communications may grant permission for other designated staff to post content to the CAR's social media accounts as long as such content adheres to the guidelines set out in this policy.

### **3. Approval Process for Official CAR Social Media Postings**

- All sensitive CAR communications (e.g. statements, advisories, position papers, news releases, etc.) posted to the Association's social media accounts must receive approval from the Director, Marketing and Communication or the Chief Executive Officer.
- Permission is granted for the Communications Specialist to add and respond to content that is neutral and less sensitive. This is to assist the CAR to provide day to day information to social audiences in a timely manner. Examples of this could include: newsletter articles, calls for volunteers, pre-approved messaging, event-related promotional information, etc.
- In order to expedite the approval process while maintaining general oversight, draft official CAR social media postings may also be automatically submitted for review along with related other draft communications such as eBlasts and web postings.
- The Communication Specialist (or other authorized staff member) may post messages to CAR social media accounts without approval in the following circumstances:
  - Messages of thanks to individuals who compliment the CAR or pass along its message
  - Corrections to factually incorrect information posted by others, such as wrong dates and times for events. However, if incorrect information related to the CAR's programs and services appear, responses must be approved by the Director, Marketing and Communications or the Chief Executive Officer.

### **4. Official CAR Social Media Accounts – Topics and Usage Guidelines**

- An official CAR social media account is one that is identified as representing the CAR. These accounts are distinct from the personal accounts of CAR employees, board members or other volunteers;
- Official CAR social media accounts should not be used for topics that are unrelated to radiology or the work of the CAR on behalf of its members;
- Messages posted to official CAR social media accounts must be consistent with the CAR's "brand" identity, the official positions of the CAR on health and public policy issues

impacting health care / radiology, and with any other online or printed information provided by the CAR;

- Messages posted to official CAR social media accounts must not include personal information, medical advice or commentary;
- Messages posted to the CAR's social media accounts must be factually correct, up to date and presented in a manner that promotes or enhances the image of the CAR, radiologists and their profession;
- Messages posted to the CAR's social media accounts must reflect the tone and language of the CAR;
- Messages posted to the CAR's social media accounts should be focused on delivering value to the CAR's members as well as stakeholders and enhance the image of radiologists and their profession;
- The CAR is an apolitical and non-partisan organization. Messages posted to the CAR's social media accounts cannot support or be perceived to support one political party over another;
- The CAR is a membership-based, independent organization. Messages posted to the CAR's social media accounts cannot directly promote or support a vendor over another and the CAR must not post any content that promotes a specific commercial product or fee for service agency;
- The CAR can recognize CAR partners or sponsors by name or logo in related messaging but cannot post content promoting their products or services;
- All messages originating from the CAR are posted in English and French. Responses to questions and comments are in the language the question/comment is made in;
- Wherever possible and appropriate, content on CAR social media sites should contain links directing users back to the Association's website for more information;
- All messages posted to the CAR's social media accounts must respect all laws regarding copyright, discrimination, and privacy, and must abide by the CAR's internal corporate policies to avoid sharing confidential information on public forums or media. This includes, but is not limited to, plans, policy, strategy, guidelines, statements, financials, and any information related to the CAR's members, staff, board members, volunteers, donors and partners that have not already been made public or contact information and other private facts about individuals;
- The CAR may not post any content that is unlawful, harassing, embarrassing or libelous.

## **5. Official CAR Social Media Accounts – Responding to Posters**

### **5.1 General Guidelines for Responses**

- Any response posted to CAR social media accounts is subject to the guidelines outlined in this social media policy.
- Responses should be professional, respectful, accurate and transparent.
- While it is not necessary to respond to each and every comment made on CAR social media accounts, providing a response/follow-up is good practice in the following cases where the poster has:
  - Asked a question;
  - Made a request;
  - Pointed out an error;
  - Made a strong statement.
- In cases where it is warranted, a response should be given within 24 hours.
- Responses should be provided in the language used by the poster to interact with the CAR.
- The Communications Specialist is at liberty to address questions and requests that require straightforward and factual responses. Any other issues should be addressed in consultation with the Director, Marketing and Communications and/or the Chief Executive Officer.
- All press inquiries should be routed to the Director, Marketing and Communications or the Chief Executive Officer, as per established CAR practice regarding media requests.

### **5.2 Responding to Criticism and Negative Comments**

- It is not always necessary to respond to negative comments. Depending on the situation, it can be strategic to respond calmly and respectfully with the facts, the CAR's point of view and an apology if appropriate. Criticisms and negative comments can be an opportunity to clarify any issues raised and to improve the dialogue.
- If criticism is thoughtful and reasonable, consideration should be given to posting a response (with the necessary internal approvals) to clarify the CAR's position on the subject being discussed.
- If criticism is from a credible and influential source (e.g. journalist), consideration should be given to posting a response (with the necessary internal approvals) to clarify the CAR's position on the subject being discussed.
- If criticism is particularly volatile (i.e. rants, anger, inappropriate or offensive comments), it should be monitored but not responded to and should be brought to the attention of the Director, Marketing and Communications and/or the Chief Executive Officer.

- If criticism is from a source with a pattern of inappropriate, offensive or outrageous content it should be monitored but not responded to and brought to the attention of the Director, Marketing and Communications and/or the Chief Executive Officer.
- A comment will not be deleted just because it is negative; however, the CAR reserves the right to delete any comment it deems irrelevant or offensive, including but not limited to:
  - Comments that are unrelated to radiology, the work of the CAR on behalf of its members, or content being commented upon;
  - Profane language or content;
  - Abusive or threatening language;
  - Hate speech;
  - Sexual content or links to sexual content;
  - Comments advocating illegal activity;
  - Solicitations of funds or solicitation of commerce.

## **6. Use of the CAR Logo and Banner**

- The CAR logo and banner may only be used on official CAR social media accounts, and other official CAR materials and correspondence.
- Under no circumstances should the CAR logo be used on the personal social media accounts of CAR employees, board members or other volunteers except where they “like” a CAR social media posting, and the CAR logo is included in that posting.

## **7. Personal Social Media Accounts of CAR Employees, Board Members or Other Volunteers**

- Within reasonable limits, the CAR shall not infringe on the right of free expression of its employees, board members or other volunteers who are active on personal social media accounts.
- CAR employees, board members or other volunteers using personal social media accounts should be aware that what is said and done on private time (if such words or actions are posted to social media) may have consequences on the CAR if those postings in any way affiliate them with the CAR.
- When using personal social media accounts, CAR employees, board members or other volunteers should be aware that they are representing themselves and therefore cannot in any way state or imply that they are speaking on behalf of the CAR.
- For transparency, CAR employees, board members or other volunteers who use personal social media channels to talk about CAR-related matters are asked to disclose their affiliation with the CAR. They may consider adding a disclaimer to their social media accounts stating that their thoughts are their own and does not reflect those of the CAR.

- CAR employees, board members or other volunteers must not divulge information relating to the affairs of the CAR, other than published material in the public domain, in any communication through personal social media accounts.

Approved by the CAR Board of Directors on September 29, 2018

# Twitter Usage Guideline

Twitter is a 'micro-blogging' platform which allows users to post short text messages (up to 240 characters in length) and interact with other users on their smart devices or computers.

The CAR Twitter Usage Policy is to be considered in conjunction with the guidelines for social media use set out in the CAR General Social Media Policy above and provides additional direction to **CAR employees responsible for the official CAR Twitter account.**

## 1. CAR Twitter Account Details

Name	The Canadian Association of Radiologists
Twitter Address	<a href="https://twitter.com/CARradiologists">https://twitter.com/CARradiologists</a>
Handle	@CARradiologists
Bio	Canadian Association of Radiologists: the national voice of radiology / L'Association canadienne des radiologistes : le porte-parole national de la radiologie

## 2. Objectives

- Generate buzz around CAR events
- Provide members and other stakeholders quick updates in between other communications
- Gather feedback regarding CAR events
- Use as additional avenue to strengthen relationships with stakeholders and create new connections
- Join conversations of interest

## 3. Responsibilities

- The profile structure and content of the CAR Twitter account is determined by the Department of Marketing and Communications, in consultation with other departments as appropriate.
- Under the supervision of the CAR Director, Marketing and Communications, the CAR Communications Specialist is responsible for sourcing and publishing tweets, coordinating responses to incoming messages with other CAR departments, as appropriate, and monitoring the account.
- The CAR Communications Specialist in consultation with the Director, Marketing and Communications will produce monthly status reports, including Followers, Following, Trends, Traffic, and other details related to the performance of the Twitter account.

#### 4. General Content Principles

- **Frequent and responsive**
  - Spread tweets through-out the day as people are in different time zones.
  - Ideally, send 1-2 tweets per working day, not counting @replies to other Twitter users, or live coverage of a CAR event. Be cautious to tweet only relevant information to avoid spamming.
  - Do not send multiple tweets in succession to avoid flooding followers' Twitter timelines. CAR tweets are published in English and French successively. Leave a minimum gap of 30 minutes between each set of English and French tweets.
  - Respond to comments and re-tweets, when appropriate, within 24 hours. There are exceptions where it may be valuable to post multiple tweets in one day. Examples are the Annual Scientific Meeting or International Day of Radiology. Be cautious in allowing appropriate time between tweets.
- **Professional**
  - Ensure proper grammar and professionalism in each message.
  - Avoid jargon, slang and uncommon abbreviations.
  - Content cannot be edited once posted to a Twitter account, so every effort must be made to ensure its accuracy prior to posting.
- **Inclusive**
  - Mix promotional tweets with messages sharing information, retweets, and replies to others – this is a conversation.
- **Re-tweetable**
  - The Twitter handle counts toward the total amount of characters used in re-tweets. In order to make it easy for others to re-tweet messages (or add a comment) without needing to edit or abbreviate them, leave some space at the end of the tweet. It is advised that only 240 characters allowed in a tweet be used.
- **Varied**
  - A broad range of content will be covered to retain the interest of various stakeholders and in accordance with the CAR's mission and objectives.

#### 5. Use of Hashtags

- Hashtags will be used to distinguish content using keywords preceded by a # sign (e.g.#ASM2018).
- This allows other users to search and filter based on these keywords, share information, and enables 'trending'.
- Hashtags can be used to highlight a special offer, share live coverage of events (live-tweeting), etc.

#### 6. Link shortening

- Unless they are already very short, most URLs in tweets should be shortened using link compressing sites.
- Five well-known providers are: bit.ly, cli.gs, is.gd, sinpurl.com and tinyurl.com.



## 7. Re-tweeting (RT)

- When asked to re-tweet content from other Twitter users, the CAR will consider each case by case but will generally aim to honor requests from its stakeholders.
- The CAR will actively seek opportunities to re-tweet content that helps position the Association as a thought leader for radiology and a trusted source for information about radiology and health care in Canada. These may include:
  - Policies, research findings and statistics pertinent to the CAR and its members;
  - Selected radiology-related events (e.g. events the CAR participates in; events the CAR considers to be of particular interest to members);
  - Relevant celebrations/commemorations (e.g. awards);
  - Themed days (e.g. IDoR).

## 8. Following and Followers

- The CAR will identify and actively follow other relevant organizations and professionals;
- The CAR will vet followers and consider following them back manually;
- The CAR will strive to increase its followers by:
  - Adding a follow button on the CAR website;
  - Promoting its @username everywhere, including on business cards, signature, promotional materials, etc.;
  - Directly publicizing to members and other stakeholders;
  - Joining radiology-related conversations using hashtags such as #radiology, #medicalimaging;
  - Posting quality content consistently.

The CAR also has a presence on Facebook and LinkedIn. The URLs have been provided below.

<https://www.facebook.com/CARadiologists/>

<https://www.linkedin.com/company/canadian-association-of-radiologists/>

Similar guiding principles apply for these pages in terms of positing content, etc. The most significant difference between Twitter and Facebook and LinkedIn pages include:

- There is no restriction in the amount of content that can be posted
- Postings can be bilingual
- Information can be edited and deleted if necessary
- Pages are associated with a personal user/staff member's account
- The primary objective of Facebook and LinkedIn pages is to share information. Pages are not conducive to discussion like Twitter

More information about Facebook and LinkedIn pages can be found here:

<https://www.youtube.com/watch?v=btOyCT3BqOY>

<https://www.youtube.com/watch?v=LEog5Ge543I>

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