

IPALA SOCIAL MEDIA POLICY

Developed April 2023. Approved by IPALA Council 2023 AGM.

1. Authorized use: Only authorized IPALA members may use official social media channels and respond to social media on behalf of the Organization. All social media use must be approved by the IPALA Communications & Technical Standing Committee.
2. Proactive and responsible use: Official accounts should be used proactively and responsibly, with the following guidelines in mind:
 - a. Respect privacy and confidentiality: IPALA members must always respect the privacy and confidentiality of patients and other stakeholders. Avoid sharing personal information such as addresses, phone numbers, or medical histories.
 - b. Share approved information: Members should only share information that has been approved for publication by the Organization. Avoid sharing sensitive or confidential information.
 - c. Attribute sources: Members should always attribute the source of any material shared on social media, including photos, videos, and articles. Avoid plagiarism or unauthorized use of copyrighted material.
 - d. Protect patient privacy: Members must not discuss patient details, images, or patient care on social media platforms. Patient privacy should be protected, even if the information about the patient is unidentifiable.
 - e. Maintain professional boundaries: Members should maintain professional boundaries when using social media. Avoid engaging in unprofessional or inappropriate conduct that could harm the reputation of the Organization or its members.
 - f. Individual opinions: Members should not indicate or imply that their views are those of IPALA when making personal public comments on social media.
 - g. Consistent with employer's policies: Employees should ensure that their personal social media use is consistent with their employer's social media policies.
3. Crisis management: In the event of negative comments or feedback on social media, IPALA members should contact the chair of the IPALA Communications & Technical Standing Committee. The IPALA Communications & Technical Standing Committee will develop procedures for addressing complaints, handling negative comments, and responding to crises.
4. Monitoring and evaluation: The IPALA Communications & Technical Standing Committee should monitor and evaluate the Organization's social media performance on a regular basis. Metrics such as engagement, reach, and impact should be used to measure the effectiveness of social media efforts.