



## Social Media Policy

### Introduction

Social media can be a powerful force for good, and SCPP employees, members, and Council are encouraged to use social media in positive ways and are expected to comply with all existing professional expectations and the SCPP [code of ethics](#). Social media includes personal blogs, forums, podcasts, and other websites including Facebook, LinkedIn, Twitter, YouTube, or others.

Employees, members, and Council may choose to use social media with the following goals:

- To increase patient access to general pharmacy information
- To responsibly advocate for patient safety
- To enrich the profession

As a regulator, SCPP's use of social media is primarily as a tool to share information provided by the College or other sources.

### Purpose and Scope

These guidelines are not intended to restrict any employee or pharmacy professional's right to freedom of speech. However, its purpose is guiding the appropriate use of social media, considering applicable professional, ethical, and legal obligations.

These guidelines do not establish any new expectations; rather, it is intended to provide general guidance and recommendations based on existing professional, ethical, and legal obligations and their application in the social media context.

Users of SCPP social media platforms are expected to adhere to the following general guidelines.

### General Guidelines

#### PROFESSIONALISM

1. **Be an ambassador.** You are encouraged to share SCPP articles, reports that are publicly available, corporate videos, newsletters, and annual reports.

2. **Be respectful and constructive.** The College is committed to high standards and ethical conduct. It is OK to share your opinion, however we require you to be respectful and constructive. Do not post anything that is false, misleading, obscene, defamatory, profane, discriminatory, libelous, threatening, harassing, abusive, hateful, misogynistic, racist, or embarrassing to another person or entity. Offensive or inappropriate remarks are as out-of-place online as they are offline. Use the same set of standards as you do in the physical workplace.
3. **Personal Accounts.** Your social media name, handle and URL should not include SCPP's name or logo, unless approved by SCPP.
  - a. For personal social media accounts where your connection to SCPP is apparent, you should be careful to avoid implying that an endorsement of a person or product is on behalf of SCPP, rather than a personal endorsement. As an example, LinkedIn users may endorse individuals or companies, but may not use SCPP's name in connection with the endorsement, state or imply that the endorsement is on behalf of SCPP, or state specifically that the endorsement is based on work done at SCPP.
  - b. Work correspondence should be kept separate from personal correspondence to protect both you and the patient, member, potential member, or client. Any enquiries to your personal social media accounts should be directed to SCPP's official channels: phone - 306-584-2292, email - [info@saskpharm.ca](mailto:info@saskpharm.ca) or web - [saskpharm.ca](http://saskpharm.ca).
4. **Account Accuracy.** If you are an employee leaving SCPP or a member or Council member terminating membership, remember to update your employment information on social media sites.
5. **Social media account ownership.** If an employee participates in social media activities as part of their job description at SCPP, on accounts created for SCPP, those accounts are SCPP property, meaning all SCPP-branded accounts stay with SCPP.
6. **One person, one identity.** SCPP's social media community will not impersonate another person or allow any other person or entity to use false identification for posting or viewing comments.

## PRIVACY

7. **Be aware: Online communications travel fast and remain forever.** Search engines and other technologies make it impossible to take something back. Be sure you mean what you say before hitting "send."

8. **Privacy and confidentiality are a priority.** Make sure that your privacy and the privacy of third parties are always protected and that confidential information is never posted. Assume that all online content in both personal and professional accounts is public and accessible to everyone, despite privacy settings. If the information you post would allow others to identify a patient or other health professional, then this would be considered a violation of privacy.

## LEGAL OBLIGATIONS

9. **Your comments are your own.** Be mindful that defamatory statements published online may result in allegations of libel or slander. Every person is individually and legally responsible for any comments. Those comments do not necessarily reflect the opinion and positions of the College. Always write in the first person and do not use your work email address for private communications. If staff or members talk about SCPP on any website or any form of social media not owned by SCPP, they are asked to use a disclaimer like this one: “All opinions are my own.” Consider adding this language in the “About me” section of your blog or social media profile. Bear in mind that even if someone states their opinions are their own, they may still be seen as a representative of the College by the public. Also note that SCPP policies allow for only the Registrar and the Council President to speak on behalf of the College.
10. **No spamming.** The College’s primary focus is pharmacy and patient safety issues in Saskatchewan. In accordance with Canada’s Anti-Spam Laws, the College will not approve posts that are promotional in nature or promote political views and/or causes or endorse people, products, services, and organizations.
11. **Copyright and Fair Use.** The College will obtain permission to post any content from another source and expects the same from the community. Please respect [copyright](#).
- Image copyright is image ownership, a form of legal protection automatically given to a creator as soon as an image is taken, saved, or drawn.
  - Copyright commonly covers photographs, music, films, reference works, newspaper articles, software, drawings, among many others.
  - A copyright owner has exclusive rights to reproduce the work, make derivatives of the work, display the work publicly, and distribute the work. If it is not your work, find out who created it and ask for permission to use it and keep a record of the permission granted. See the [Canadian Copyright Act](#) and [UN World Intellectual Property Organization FAQs](#) for more information.
  - SCPP uses stock photo, music and video services for licensed images, music and video used in its communication and media channels.
  - SCPP references and credits information used from other regulatory and health care organizations.

- f. **Fair use:** In some cases, it may be possible to use works without needing to request authorization from or remunerate the author or owner for the purposes of research, news reporting and education, among others. This is determined by limitations to copyright as set out in legislation and examples include quotations of or references to works and using news of the day.

## **SCPP RESPONSIBILITIES**

12. **Saskpharm domain.** The College is not responsible for any content or website outside of the [www.saskpharm.ca](http://www.saskpharm.ca) domain. The College does not imply endorsement to any non-SCPP link, either by a SCPP employee or anyone posting on the site.
13. **Administrators.** The College's administrators manage their social media platforms. Administrators will either use the SCPP logo or self-identify as such.
14. **The rights of SCPP.** The College maintains the right to reproduce, distribute, publish, display, edit, modify, create other works from and otherwise use your posts, submissions, comments, links or other material for any purpose, in any form and on any media.
15. **Approval of Messaging.** The Registrar will have final approval of SCPP messaging on SCPP social media platforms and creating any new social media channels.

## **Related Policies**

[Code of Ethics](#)

[Respectful Communication Statement](#)

[Patient Confidentiality](#)

[Privacy](#)

[The Canadian Copyright Act](#)