

Speech and Hearing BC Policy Statement & Procedures

I.35

AREA: Governance

SUBJECT: Social Media

POLICY: Speech and Hearing BC posts content to social media platforms including Facebook, Instagram, and Twitter.

- To increase public engagement and create a dialogue with the public
- To increase visibility of the professions of Speech Language Pathology and Audiology
- To provide public advocacy and education on communication health
- To increase member engagement
- To provide information to members on the Speech and Hearing BC Conference and other Speech and Hearing BC educational events

Privacy

- No personal or identifying information on patients, clients, or members will be posted without written consent as obtained by the Social Media Director or Operations Manager.

Etiquette

- Spam posts, trolling posts or abusive content will be removed immediately by the Social Media Director or Operations Manager and users potentially blocked
- Representatives of Speech and Hearing BC (PC, EC, Committee Members) commenting on Speech and Hearing BC's posts will do so as representatives of the Association and not as private individuals

PROCEDURE:

- The Social Media Director is responsible for posting all content to Speech and Hearing BC's social media platforms
- The Social Media Director will have the objective of posting at least 3 times per week to maintain regular engagement on the social media platforms
- Posts will credit the appropriate source
- Potential posts for Facebook will be uploaded to the Speech and Hearing BC Social Media Facebook Group page for consideration and scheduling by the Social Media Director
- The Social Media Committee will work with the Social Media Director to provide content for posts and monitor important communication health dates throughout the calendar year and post appropriate content for such dates e.g. Dysphagia Awareness Day. The criteria for posting shall focus on posts:
 - Related to communication health including speech, language, swallowing, and hearing across the lifespan

- Reliable, valid, and evidence based
- Speech and Hearing BC will not post information that gives preferential benefit to a member such as in advertising for a private practice.
- Any request for advertising on Speech and Hearing BC Social media platforms will be referred to the Operations Manager