

# Northern Healthy Communities Partnership

## Social Media Guidelines



The Northern Healthy Communities Partnership (NHCP) employs social media as part of its overall communication strategy. Information shared via social media should be aligned with the strategy and contribute towards its goal of establishing NHCP as a recognized, valued and integral part of health and human service provision in northern Saskatchewan. All NHCP social media pages and communications will comply with the social media policies of NHCP's accountable partner.

NHCP maintains an active presence on social media platforms for the purposes of communicating directly with northern Saskatchewan residents in pursuit of the following communication goals:

1. To share NHCP projects and resources created for use by northern Saskatchewan residents
2. To share key messages and health information for the general public relevant to NHCP projects and aligned with the NHCP brand
3. To increase the awareness and perceived value of NHCP, its role and work, among northern Saskatchewan residents
4. To build awareness of population health promotion and the social determinants of health among northern Saskatchewan residents

### NHCP Social Media Use Guidelines:

1. There will be one page for NHCP and all NHCP Action Teams and projects per social media platform. Exceptions may be made on a case by case basis for NHCP Action Team projects that are themselves media campaigns, as part of the annual development and approval of NHCP workplans.
2. Designated individuals with leadership roles in NHCP may be authorized to post to NHCP on social media channels by the NHCP Coordinators.
  - a. Individuals authorized to post will be familiar with the NHCP Communication Strategy and the NHCP Social Media Guidelines.
  - b. The ability for others to post to NHCP social media pages will be disabled.
3. Comments will be enabled on NHCP social media posts. Wherever possible, comments will be disabled after a defined period of time.
  - a. Social media is most effectively leveraged as a communication tool when opportunities for engagement and interaction with the audience are enabled and encouraged.

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- b. The individual who published the original post will be responsible for monitoring and responding to comments and for disabling comments after the defined time period has elapsed.
4. Written consent is required for the use of any identifiable photos of people. Appropriate licence is required for use of photos and images not created by NHCP.
5. NHCP Coordinators will be responsible for overall monitoring and administration of NHCP social media channels.
6. No confidential information shall be posted on NHCP social media channels, including but not limited to personal information, personal health information and confidential business information.

### Guidelines for Content on NHCP Social Media Channels:

1. Information shared on NHCP social media channels should be designed to meet the information needs of the general population of northern Saskatchewan residents. Messages should be audience-centred in terms of content, language, demographics, relevance to northern Saskatchewan, etc.
2. Information shared should primarily be about or related to NHCP projects, initiatives and/or resources. Where more general information is shared, care should be taken to ensure it is related to population health promotion or upstream ideas.
  - a. Health education messages related to illness or disease and information about health care interventions or treatments are outside the scope of NHCP communications, including communications via social media.
3. All communications should be strengths-based and have a positive tone.
4. Ideally, sharing via social media should be tied to a project communication plan.