

# Guidelines for Public Interactions with WRHA Social Media

## 1.0 MODERATION GUIDELINES

These guidelines have been created in reference to the Social Media Websites and Online Communication policy 10.30.040.

The WRHA welcomes your participation in discussions and looks forward to an active exchange of ideas. You are encouraged to share your comments on the WRHA official social channels. The WRHA expects these interactions to follow the conventions of respectful discourse. WRHA moderators will not tolerate comments that are offensive or take the form of harassment. The WRHA reserves the right to edit posts for clarification or remove comments that fall under these conditions:

- Public comments that contain confidential information, such as personal contact details or private medical information
- Violent, obscene, profane, hateful, or racist posts, links, or images
- Comments that threaten or defame any person or organization
- Comments that are unrelated to the topic of the page or posts (for general comments or communications concerning a health care facility, patient experience, or other matter, you can contact Client Relations at [client.relations@wrha.mb.ca](mailto:client.relations@wrha.mb.ca))
- Solicitations, advertisements, or endorsements of any financial, commercial, or not-for-profit organizations
- Comments promoting or opposing any person campaigning for election to a political office
- Comments that suggest or encourage illegal activity or posting of material that violates copyrights or trademarks of others
- Repetitive posts copied and pasted or duplicated by single or multiple users
- Contain excessive links or contain code
- Are contrary to the principles of the Canadian Charter of Rights and Freedoms

Users who repeatedly and/or purposefully post comments that violate the above conditions in anyway may be blocked at the discretion of WRHA moderators.

These guidelines for public interactions on social media are subject to amendment or modification at any time.

Please be aware that by participating on WRHA presences on social networks, you are subject to the Terms of Use of the host site. For more information, consult the host website's Terms of Use.

By posting on WRHA social media channels, you agree to these terms and conditions.

**2.0 USER-CREATED CONTENT:**

All comments, visuals, videos and other type of material posted by others on WRHA's official social channels ("user-created content") do not necessarily reflect the opinions or ideals of the Winnipeg Regional Health Authority, its employees or affiliates. The Winnipeg Regional Health Authority

- (a) does not represent or warrant the accuracy of any statement or product claims made here by users,
- (b) is not responsible for any User Content on this site, and
- (c) does not endorse any opinions expressed on WRHA's official social channels by users.

Users are encouraged to submit or post content, including photos and videos, if the content meets the standards articulated in the WRHA's Social Media, Websites and Online Communication Policy and relates to the subject of the online engagement platform. Users may only post their own original content and must not post any personal information of other people (including photos and videos). Reproduced or borrowed content that reasonably appears to violate third party rights will be deleted.

**3.0 SOCIAL MEDIA COLLECTION NOTICE:**

In addition to the social media platform's own Data Use Policy, which applies to all users who have accounts on these platforms, the personal information you post may be collected and used by the Winnipeg Regional Health Authority for the purposes of collecting feedback, consulting and engaging with the public. Your participation on this platform is taken as consent for this collection and use of the PI provided by you unless you expressly inform WRHA by virtue of direct message on this platform, that you do not wish to be contacted for continued engagement.

Please be aware that any information collected may be stored and/or accessed outside of Canada on servers not belonging to the Winnipeg Regional Health Authority due to the nature of data storage via third-party platforms hosting the content. To protect your own privacy and the privacy of others, you are advised not to include any personal information beyond that which is published in your public profile.

Direct messages sent by the public to the WRHA on social media or online communication channels shall be automatically responded to with an automated reply, informing the public of the risks associated with sharing information by electronic communication and the obligations outlined to the organization under Personal Health Information Act (PHIA) and Freedom of Information and Protection of Privacy Act (FIPPA). Staff authorized to administer WRHA social media and online communication channels shall use the disclaimer below:

*Disclaimer: Thank you for contacting the Winnipeg Regional Health Authority. This page is not monitored 24/7 and does not provide medical advice.*

- *For medical emergencies dial 911*
- *Manitoba Suicide Line 1-877-435-7170*
- *Klinik Crisis Line 1-888-322-3019*
- *Kids Help Phone 1-800-668-6868*

*For questions, complaints or concerns related to medical care you received at a WRHA hospital or funded site, contact Client Relations at: 204-926-7825 or email: [clientrelations@wrha.mb.ca](mailto:clientrelations@wrha.mb.ca)*

*The WRHA does not warrant the quality, accuracy nor completeness of the information available on this Social Media Channel. The WRHA expressly disclaims any and all warranties and conditions of any kind whether express or implied.*

*The WRHA will not be liable or responsible for any claims, injury or damages sustained by any person as a result of: (1) use (including unauthorized use) of the Social Media Channel; or (2) reliance on the information available on the Social Media Channel.*

*The Internet is not a secure medium and privacy cannot be assured. The WRHA cannot assume any responsibility for any harm or damage you may experience by sending personal or confidential information concerning yourself or another person to the WRHA through social media or direct message communication hosted by social media networks.*

*Personal information that you provide will not be shared outside of our organization except as required or permitted by law.*

*In accordance with The Personal Health Information Act (Manitoba – PHIA) you are not permitted to share personal health information of anyone, including a family member, and social media as a channel for two-way communication with the WRHA is not exempt from this legislation.*

*The WRHA is committed to maintaining the confidentiality and privacy of your personal information in accordance with The Freedom of Information and Protection of Privacy Act (Manitoba) (FIPPA) and of your personal health information in accordance with The Personal Health Information Act (Manitoba) (PHIA). Any collection of information shared by a member of the public on this Social Media Channel will be subject to compliance with FIPPA should an investigation be ordered by the office of the Manitoba Ombudsman.*

*For more information on PHIA and FIPPA legislation in Manitoba, visit <https://bit.ly/473Ubs4>*

#### 4.0 **QUESTIONS OR CONCERNS:**

Please contact the WRHA Communications and Public Affairs team with any questions or concerns regarding the Winnipeg Regional Health Authority's social media activity and/or these guidelines at [communications@wrha.mb.ca](mailto:communications@wrha.mb.ca)