



MEMO

DATE December 14, 2023

To: All WRHA Policy Manual Holders/Users

FROM: WRHA Policy Committee Chair
 Ingrid Botting

SUBJECT: WRHA POLICY UPDATE

If the policy being issued applies at your facility/agency/program/department, please ensure that the appropriate staff members are notified and that the corresponding insertions/deletions are made to your WRHA Policy Manuals.

NEW POLICY APPROVED:

10.30.040 Social Media, Websites and Online Communication Policy – NEW; policy contact: WRHA Communications and Public Affairs Lead

WRHA has released a NEW policy outlining conduct and procedures for social media and online communication use by staff, programs and facilities. While this policy only applies to WRHA-owned and operated areas, the policy can be adopted by WRHA-funded sites, agencies and programs as desired.

Who does the policy apply to?

- People working for the WRHA and their role would benefit from individually connecting with specific stakeholders (audiences)
- Programs, services or facilities for the WRHA where the brand/image would benefit from connecting with specific stakeholders (audiences)
- People working for the WRHA and who have a social media account or use digital communication tools like Facebook Messenger or WhatsApp in their personal lives

What conduct does the policy cover?

- How to request access to social media or online communication channels for your program, service or facility
- How to edit your social media or online communication profiles to be compliant with this policy
- When social media or online communications might be deactivated by WRHA
- What privacy considerations should be followed
- When and how to use text messaging, email, social media or other forms of two-way communication
- When and how to moderate social media or online communication to reduce or eliminate abuse, misinformation or disinformation
- What to do when taking photos or videos using a mobile device

Filing Instruction: Please place this policy numerically in General Administrations / Communications /

*If you have any questions regarding **WRHA Policies**, please contact **Catherine Manaloto** at cmanaloto@wrha.mb.ca or call 204-926-1330.*