## Social Media Terms of Use for Cornwall Community Hospital

Cornwall Community Hospital (CCH) is committed to providing exceptional patient care for our community.

As health care providers, we must be careful how we disseminate information, prioritizing accuracy above speculation and always respecting the privacy of our patients. On our social media channels, we will share news about:

- Activities, services and facts about CCH
- Stories reflecting the good work of our doctors, nurses and staff.
- Public service announcements, health news and ways to improve your patient experience.
- Related human interest stories from our community

#### We will not:

- Dispense medical advice
- Speculate about events, issues or opportunities.
- Share any private information or personal health information
- Provide crisis support. If you are in crisis, please call:
  - Telehealth Ontario: 1-866-797-0000
  - Mental Health Crisis line: 1-866-996-0991

For questions about a patient, or to inquire about your own experience at CCH: Please visit <u>CCH Patient Relations Guidelines</u> and choose the appropriate manager to contact.

If your concerns have not been resolved to your satisfaction after contacting the appropriate manager, please communicate with the Director, Quality Initiatives & Patient Experience at 613-938-4240 ext. 3217 or <u>feedback@cornwallhospital.ca</u>

# By engaging with Cornwall Community Hospital's social media accounts, you are agreeing to the following:

#### Be responsible

Remember that you're responsible for all the content you publish. This means you're legally and professionally responsible for it. Before you post something, consider the impact that your comments might have on your personal and professional reputation.

#### Be respectful

Comments that are deemed discriminatory, offensive, libelous, harmful to the good health of our community or developed to spread misinformation will be removed.

If there is a back and forth conversation between 2 or more individuals in the comment section that is derogatory or disrespectful, it too shall be removed. The hospital Facebook page is not the place for profanity, defamatory comments, racist, abusive or violent language.

#### Understand the medium

Recognize that websites are not personal, individual, or corporate. They are public spaces and the content you contribute will be available to the public for a long time. It's wise to read and understand the rules of the site prior to posting content.

### No endorsements

Comments serving as advertising or solicitation of any kind will be removed.

#### Your questions are important to us

Wherever possible, we will strive to provide you a response within 24 hours.