

Kapton Physiotherapy

Assignment 2 – Part 3

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1. Policy Purpose & Principles

The value of social media is acknowledged as a valuable tool to use when interacting with Kapton Physiotherapy Clinic patients; it helps to promote the services of the clinic, maintain our professional brand reputation, and uphold our company's integrity. This policy on our social media usage and interaction will clearly define our high level of standards and expectations, as it pertains to the responsible use of social media by our staff, service providers, and contractors both in a professional and personal context. Every individual who is a representation of our brand, is required to conduct themselves in a matter that aligns with our social media policy as outlined in the following details. This policy ensures those affiliated with Kapton Physiotherapy Clinic are properly informed and trained on how to safely and effectively use social media, in regards to maintaining both the company's brand awareness and identity, as well as the confidentiality of personal information related to the clinic and its patients.

2. Approved Use of Social Platforms

Kapton Physiotherapy Clinic staff, the clinic's contractors, and the clinic's service providers, are encouraged to leverage social media in a responsible manner and intentionally. Various social media platforms may heretofore be used to bolster Kapton Physiotherapy Clinic success in the listed ways:

- ✓ Kapton Physiotherapy staff, service providers, and contractors may use various social media platforms to provide announcements about treatment packages and services, and to make posts about wellness-related information that add value to the public.
- ✓ Kapton Physiotherapy Clinic's staff, service providers, and contractors may use social media platforms to inform the public on various physiotherapy & chiropractic methodologies that may help advance a client's health and recovery.
- ✓ Kapton Physiotherapy Clinic's staff, service providers, and contractors may use social media to raise awareness for Kapton Physiotherapy Clinic's promotional offers and specialized treatment packages.

3. Administrative Roles & Responsibilities

- ✓ Prior to posting any social media content related to Kapton Physiotherapy Clinic, staff, service providers, and contractors are obliged to receive explicit approval from the office administrator, who will ensure that the content is in alignment with the company's social media policy. **Creating an Instagram post for promotional purposes prior to receiving explicit consent from the office**

administrator is considered a violation of the clinic's administrative procedures.

- ✓ Kapton Physiotherapy Clinic's office administrator is the primary overseer for the company's usage of all social media accounts. In absence of the office administrator, the owner will be responsible for managing social media usage instead, unless another individual/party is mutually agreed upon to do so instead.
- ✓ Solely the staff, service providers, or contractors from the *approved individuals* list are permitted to post Kapton Physiotherapy content, or post a reply to commentary on Kapton Physiotherapy's social media platform accounts.
- ✓ Review of social media policies must be made by both the office administrator and owner within a maximum time period of up to 3 years or less, with revisions made whenever appropriate and reviewed thoroughly.

4. Communication During Crisis & Procedure for Crisis Response

- ✓ Whenever the incident of misleading information being posted arises, the matter should be corrected and rectified with the appropriate information posted in a timely manner.
- ✓ As it pertains to negative commentary left by Kapton Physiotherapy Clinic's patients and customers, they must be handled by the office administrator within 4 hours, and with a respectful tone, maintaining Kapton Physiotherapy Clinic's brand reputation and integrity.
- ✓ All social media instances of litigious threats or complaints, or a situation that may have unfavorable legal implications, must be reported directly to the office administrator before any staff, service provider, or contractor replies to the matter. Should the situation be escalated and/or sensitive to resolve, the clinic owner may be contacted in critical scenarios. **Directly replying to the complaints of a patient on Instagram before notifying the office administrator is a breach of the clinic's crisis management procedure.**

5. Restricted Conduct & Activities

Provided below is a list of activities that are strongly prohibited and will not under any circumstances be tolerated by Kapton Physiotherapy Clinic.

- ✓ Kapton Physiotherapy Clinic will not tolerate staff, contractors, or service providers, using social media to post disparaging or vulgar content which includes hate speech or flagrant images.
- ✓ Kapton Physiotherapy Clinic will not under any circumstances tolerate disrespectful content, which includes slander, or defaming statements made

about Kapton Clinic patients, or other industry brands, all social media communication is to remain civil and professional.

- ✓ Under no circumstances will it be tolerated that Kapton Physiotherapy Clinic staff, service providers, or contractors use social media to express frustrations with the workplace, or any internal social disputes among co-workers.
- ✓ All company communications must comply with industry standards and regulations. Kapton Physiotherapy Clinic will not tolerate communications posted to social media platforms that violate the HIPAA, and PIPEDA frameworks, which includes content that does not properly protect the PHI or PII of our patients.

Appropriate consent and disclosure must always be involved before any form of content is to be released on a social media platform.

- ✓ Under no circumstances can Kapton Physiotherapy Clinic service providers, or contractors endorse a health-related claim on the company's social media account that isn't evidence-based. This includes promoting false, deceiving, misinformed, or misleading medical information.
- ✓ Under no circumstances can Kapton Physiotherapy clinic staff, or contractors, post video of the interior of the clinic's facility without authorization granted from the Office Administrator.
- ✓ Staff are strictly forbidden from posting any information regarding a patients' treatment plans without the patient's consent given in writing and the authorization of the office administrator given in writing as well.

6. Standard for Professionalism on Personal Social Media Account

- ✓ Whenever Kapton Physiotherapy Clinic staff, service providers, or contractors are using social media for personal matters, it should be ensured that Kapton Physiotherapy patient information and proprietary company information are being protected and remain undisclosed to the public on these accounts. **Creating a post that contains the clinic's patient documents, or charts, are strictly forbidden activities.**
- ✓ Kapton Physiotherapy staff, service providers, or contractors that are making a reference to the company, must exclusively articulate that their opinions are their own, in no way are their opinions a reflection of the company's values or perspectives. **If the bio section in your social media profile says "Chiropractor at Kapton Physiotherapy", you can not post a personal opinion on a controversial personal health topic without providing a clearly worded disclaimer.**
- ✓ Kapton Physiotherapy staff, service providers, or contractors that are in discourse with a third party on a social media platform while representing the clinic must

always do so with appropriate courtesy and without personal bias. **As an identifiable staff member of the Kapton Physiotherapy clinic, it is forbidden to post replies in the comments section with a disrespectful tone, or to engage in an argument in the comment section of a social media post.**

7. Social Media Policy Enforcement

- ✓ Whenever a security vulnerability or threat has been identified, or a breach of security has occurred as it pertains to Kapton Physiotherapy Clinic's social media accounts, it must be brought to the office administrator's attention as soon as possible to be properly addressed and mitigated.
- ✓ All willful behavior against the Kapton Physiotherapy Clinic's social media policy will be followed by consequences that match the extremity and detriment of the violation conducted, which may include but is not limited to: employee dismissal, opening of lawsuits, and/or involvement of law enforcement.

8. Data Security & Compliance With Industry Regulations

- ✓ All content posted to any of the official Kapton Physiotherapy social media accounts needs to comply with HIPAA and PIPEDA standards, maintaining the company's high level of accountability.
- ✓ Every Kapton Physiotherapy Clinic social media account is to be properly protected with a complex 24-character password that contains a mixture of digits, letters, and special characters, as well as a multifactor authentication system with at least two factors. These requirements may be subject to change, as to be in line with any updates to the industry standards around account security.
- ✓ Prior to using your own smartphone, tablet, or personal computer, to access Kapton Physiotherapy Clinic's social media accounts, permission must be granted by the office administrator. Devices with access to these accounts should be properly recorded, removing access to when it is no longer required in order to be in line with the principle of least privilege.
- ✓ Laptops and PCs in the clinic must have full disk encryption, the aforementioned devices must also be protected by a firewall. **If a Kapton Physiotherapy staff member logs in to one of the clinic's social media platforms with a computer which doesn't have full-disk encryption, it would be considered a violation of the clinic's data security.**

9. Staff Social Media Training Requirements

- ✓ All Kapton Physiotherapy staff must review the clinic's social media policy once every quarter.
- ✓ Training will be provided to staff, in regards to appropriate social media usage related to Kapton Physiotherapy, outlining all the previously mentioned points within this policy
- ✓ All new staff being onboarded at Kapton Physiotherapy are obliged to complete the clinic's virtual social media training course within 30 days of their hiring date.
- ✓ All Kapton Physiotherapy staff are obliged to complete the virtual social media training course once per 365 days. **If there is a Kapton Physiotherapy staff member who has not fully completed the yearly social media training requirements, their access to Kapton Physiotherapy social media platforms will be revoked until the training has been fully completed.**

References

1. *Social Media policy*. Mohawk College. (2013, February 6).
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