



Positive Women's Network

Social Media Policy

Approved September 2011

Positive Women's Network (PWN) uses social media as part of our health promotion activities. This includes websites, ongoing blogs, comments on external blogs, and use of Facebook and Twitter.

Our goal is to establish ourselves and maintain a reputation as a trusted source of information on HIV in general and HIV and women specifically. Resources are drawn from medical, psychosocial, cultural, geographical, and political fields.

This policy has been developed to help employees measure their participation as a PWN representative in this field.

Honour the privacy rights of our current employees by seeking their permission before writing about or displaying internal company happenings that might be considered a breach of their privacy and confidentiality. When in doubt, clarify.

Speak respectfully about PWN, our current and potential employees, community partners, and other affiliates.

You may not share information that is confidential about PWN, any of its members, employees or associates, programs, or resources.

Avoid announcements related to unconfirmed programming.

As people may be easily searched/identified online, these guidelines apply as well if you use social networking platforms for personal communication.

Values That Guide Our Online Presence

Resource development and dissemination (online, in hard copy, and in face-to-face events) is guided by, but not limited to, our values. Specific values that guide our online presence include the following:

- Support women's sexual and reproductive choices.
- Honour the lived experiences of women.
- Recognize that our work is strengthened by working in partnership with other organizations.
- Ensure safety and confidentiality for women accessing our services and interacting with us online.
- Advocate and support women to be active participants in their health care decisions.

- Promote an understanding of safer sex and harm reduction options among individuals and within community.
- Reduce the discrimination and stigma HIV-positive women face when accessing health and community services.
- Increase organizational capacity to support HIV-positive women.
- Include trans-women in our services and community.
- Although HIV is often defined as a chronic manageable disease, we recognize that for many of the women we work with, and for most women globally, living with HIV is a complex and challenging illness to manage. We also recognize that some women live long, strong, healthy lives with HIV.

(Refer to PWN values statement in its entirety for reference).

Comments

PWN accepts comments on websites and Facebook pages. Response to comments should be guided by our Comment Policy (see below).

Media Follow-Up

If a member of the media or non-traditional online media (can include bloggers) contacts an employee of PWN about an issue that goes beyond the scope of the blog or post, the individual should consult with the executive director, PWN's media representative, or her designate.

Rules of Engagement

- **Be transparent.** Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you are blogging about your work at PWN, use your real name, identify that you work for PWN, and be clear about your role. If you have a vested interest in something you are discussing, be honest about it.
- **Perception is reality.** In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a PWN employee, you are creating perceptions about your expertise and about PWN. Be sure that all content associated with you is consistent with your work and with PWN's values and professional standards.
- **It's a conversation.** Talk to your readers like you would talk to real people in professional situations. Consider content that's open-ended and invites response. Encourage comments. You can also broaden the conversation by citing others who are blogging about the same topic and allowing your content to be shared or syndicated.
- **Are you adding value?** Social communication from PWN should help our members, community partners, co-workers, and the broader population. If it helps people improve access to services, knowledge, or skills; do their jobs; solve problems; or understand PWN and HIV better, then it's adding value.

- **Create some excitement.** As part of Canada's vibrant HIV community, PWN is making important contributions. Let's share with the world the exciting things we're learning and doing—and open up the channels to learn from others.
- **Be a leader.** There can be a fine line between healthy debate and incendiary reaction. Try to frame what you write to invite differing points of view without inflaming others. Some topics can slide into sensitive territory. Use PWN values as your guide.
- **If you make a mistake, admit it.** Be upfront and be quick (ideally, within 24 hours) with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.
- **Responsibility to correct misinformation.** There is a lot of misinformation about HIV out there. If you see misinformation circulating, correct it with correct citation/source. See the Social Media Participation Guidelines for more information about sources.
- **If it gives you pause, pause.** If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'send.' Take a minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, you might want to discuss it with a co-worker. Once it's out there, it's going to be online for a long time.

(Adapted from http://www.intel.com/sites/sitewide/en_US/social-media.htm)

Website Comment Policy

We are keen to receive your feedback and comments on our posts: bring on the discussion! We will base responses to comments on our values statement. Comments that fall under any of the following criteria may be removed from our site at any time at our discretion:

- abusive
- offensive language
- off-topic
- spam

In addition, all comments made on the site are the responsibility of the commenter, not the Positive Women's Network. By submitting a comment, you agree that the comment content is your own, and to hold our organization and all associated representatives harmless from any and all repercussions, damages, or liability.

If you have questions about our comment policy, please contact us: pwn@pwn.bc.ca