



**Institut-Hôpital
neurologique de Montréal**

**Montreal Neurological
Institute-Hospital**

SOCIAL MEDIA POLICY

INTRODUCTION

The Neuro has a reputation for quality patient care, leading research, and a positive work atmosphere. We believe in open communication and encourage our staff, faculty, students and patients to share their experiences online.

This policy provides directives for using personal, professional or departmental social media accounts.

Use this resource to make informed choices about publishing online, sharing Neuro-related content, and respecting the rights of individuals online as member of The Neuro's community.

CONTACT US

We're here to help you. Connect with The Neuro's Communications Department for questions, collaboration, training, consent forms and permissions.

Email: communications.neuro@mcgill.ca

Telephone: 514-398-1902

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OFFICIAL SOCIAL MEDIA USE

1 OFFICIAL SOCIAL MEDIA USE

The Neuro's social media accounts are designated, created and maintained by The Neuro's Communications Department as part of an approved institutional communications plan.

The accounts formally represent The Neuro and use official visual identity, naming conventions, account verification and URLs.

The Neuro's official social media accounts:

PLATFORM	HANDLE
Twitter	@TheNeuro_MNI
Facebook	@TheNeuroMNI
Instagram	@TheNeuro_MNI
LinkedIn Page	The Montreal Neurological Institute
LinkedIn Group	The Neuro Open Science Discussion Group
YouTube	@MontrealNeuro



The Neuro's hashtags:

Institutional	#TheNeuro
Open Science	#OpenScience #OpenScienceinAction
Women in STEM	#NeuroXXceptional
Staff/Patients	#NeuroHeroes

SOCIAL MEDIA USE

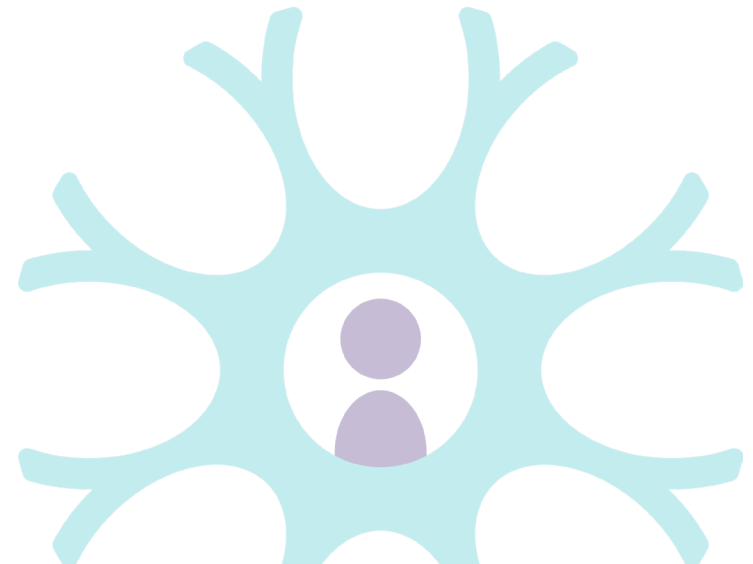
2 PERSONAL SOCIAL MEDIA USE

Personal social media use includes posting content to social media platforms.

It also includes other websites where you may post content. For example, posting family photos on photo sharing sites, comments on a news article, or a hobby blog unrelated to work.

Your personal space

- Your account is clearly identified as a personal account. You use disclaimers such as “Personal account” or “Opinions are my own” in your bio or profile to clarify that the social account does not speak on behalf of The Neuro.
- You do not need approval to open and maintain a personal social media account.
- The information uploaded to your social media platforms does not represent your affiliation with The Neuro in any way. You post content that you alone are responsible for and manage.
- You are courteous, respectful and avoid conflict whenever possible.
- You still have personal responsibility as an employee, student or volunteer of The Neuro to avoid actions that compromise the integrity of the organization (see also, Section 5).



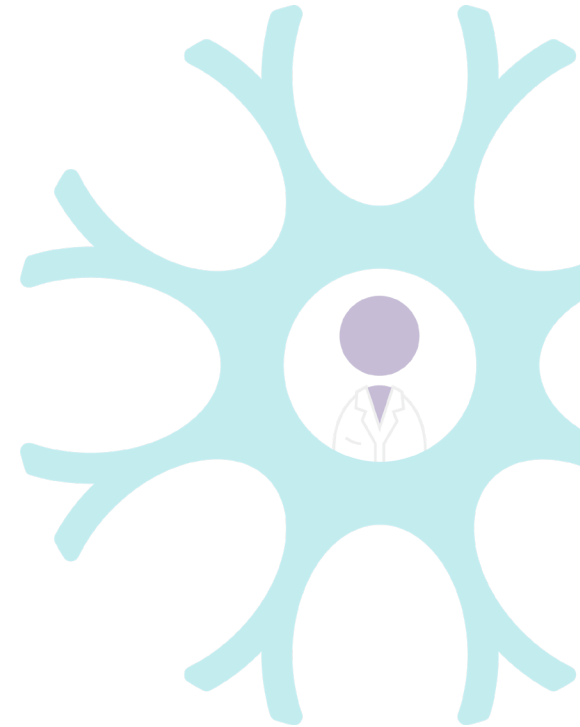
3 PROFESSIONAL SOCIAL MEDIA USE

Professional social media accounts are managed by The Neuro's staff and trainees interested in sharing their expertise in a specific subject area related to their work at The Neuro.

It is helpful to let The Neuro's Communications Department know about your professional account so that we may amplify your messages and showcase the diversity of The Neuro's online community.

Your professional space

- Your account clearly identifies your role at The Neuro and includes our social media handle in your bio or profile. However, your bio/profile does not state that it is an official Neuro account and includes "Opinions are my own."
- Your account does not contain any official logos or visuals that represent The Neuro (for example, do not use a logo in your profile picture).
- You have informed your manager or supervisor about your account, if applicable.
- Your account remains in your control, even if you change roles, and is not supported by any Neuro staff, including content creation and account management.
- Your posts contain mainly work-related activities and information. And, you tag The Neuro in any relevant content where possible.
- You avoid actions that compromise, or appear to compromise, the integrity of The Neuro.
- Your online actions consider your professional obligations, including avoiding conflicts of interest, and protecting confidential, private or personal information gained through work (see also, Section 5).
- Your account is as inclusive as possible. For example, you share content in both official languages, and use your social media platform's accessibility features like ALT text for pictures and closed captions for videos.
- Your posts are professional, courteous and factual. In the event of an error, be honest, upfront, and try to correct the mistake quickly.
- You recognize that your comments are on the record. Your posts are clear, transparent, accountable and respectful.



4 DEPARTMENTAL SOCIAL MEDIA USE (INCLUDES LABS, CLINICS, UNITS, PLATFORMS, ETC.)

Sub-groups of The Neuro such as labs, clinics, or departments that would like to create and maintain a separate social media presence must inform and collaborate with The Neuro's Communication Department to ensure consistency and best practices.

4.1 Account management

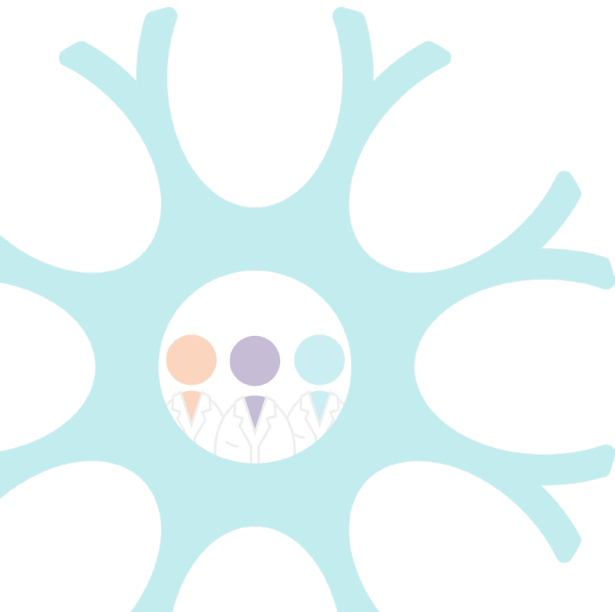
- Your account identifies your department name and includes The Neuro's social media handle in the bio or profile.
- Your account includes The Neuro-approved sub-brand-logo in the profile picture and a link back to The Neuro's website, where possible.
- Your account follows an approved social media strategy, with a clear goal, voice and target audience in line with The Neuro's mission, vision and values.
- Your account adheres to The Neuro's *Visual Identity Guidelines*.
- You identify one or two social media account leads, who will collaborate with and obtain official social media training from The Neuro's Communications Department.

4.2 Sharing content

- You only share content that is relevant to your department and consistent with The Neuro's mission.
- You recognize that your comments are on the record. Your posts are clear, complete, accurate, transparent, and respectful.
- You respond to questions and clarify misinformation within 24 hours.
- Your posts are as inclusive as possible. For example, you share content in both official languages, and use your social media platform's accessibility features like ALT text for pictures and closed captions for videos.
- Your posts are neutral and do not engage in political activity of any nature.
- Your posts are professional, courteous and factual. In the event of an error, be honest, upfront, and try to correct the mistake quickly.

4.3 Personal information, privacy and permissions

- You avoid sharing personal and identifiable information or opinions. You refrain from posting photos or videos of private meetings or parties, from tagging colleagues or patients without their permission and from posting any content that could compromise the integrity of The Neuro (see also, Section 5).
- Your posts acknowledge original authors of photos, infographics, etc. and tag The Neuro's official social media accounts where appropriate.
- You do not collect, post or share private or personal information about others without proper permissions and approvals.



GUIDELINES APPLICABLE
TO ALL ACCOUNTS

5 WITH NO EXCEPTION

5.1 Regulatory framework

This policy and your actions online must be consistent with, among others, the following laws, policies and guidelines:

- Articles 3, 4, 5, 6 and 9 of the [Charter of Human Rights and Freedoms](#), CQLR c C-12
- The [Archives Act](#), CQLR c A-21.1
- Articles 3, 35, 36, 1463, 2085 and 2088 of the [Civil Code of Québec](#), CQLR c C-1991
- The [Professional Code](#), CQLR c C-26 and codes of conduct of professionals working within the Institution
- MUHC's [Code of Ethics](#)
- McGill's [Code of Conduct](#)
- McGill's [Harassment, Discrimination and Sexual Harassment Policy](#)
- McGill's [Social Media Guidelines](#)
- McGill Faculty of Medicine's [Guidelines for Medical Students in Social and Other Media](#).

5.2 Photography and video permissions

- You must obtain approval from The Neuro's Communications Department to post or live broadcast on The Neuro's property.
- Any photo or video taken on Neuro property must not reveal patient identities or personal information. Subjects must give their explicit consent prior to being photographed or video recorded.
- To obtain consent forms, contact the Communications Department.

5.3 Complaints

Complaints should not be shared on social media, but rather directed to:

- For patients: By law, patients must direct complaints to the [Ombudsman](#)
- For MUHC Employees: See [Conflict Resolution Employee Toolbox](#) and [Conflict Resolution Resource](#) by logging into MyMUHC intranet
- For McGill Employees: See [Dispute Resolution Policy](#)
- For students: Consult the Integrated Program in Neuroscience's [Conflict Resolution](#) webpage.