

## Council Policy

Policy Title	Council Social Media Policy
Date Created	April 2021
Date of next Review	May 2023

### 1. POLICY STATEMENT

Council members have a duty to uphold CPSA’s mandate to govern CPSA regulated physicians and physician assistants and protect Albertans. Opportunities for Council members to interact with physicians and physician assistants and Albertans are available through social media platforms and have the potential to reach a broad audience.

Regardless of intent or whether for personal or professional purposes, Council members must be cognizant of their role on Council and must be aware that any statements they post to social media may be seen as a reflection of CPSA or interpreted as an official position of our organization. While they are encouraged to clarify in their posts that they are offering their personal opinions and that their opinions are not reflective of CPSA Council, Council members must also be cognizant that their social media followers may not recognize the difference between a personal and a professional opinion.

For this reason, Council members are encouraged to review all of the content they post on social media from the lens of CPSA and ask themselves whether their posts support CPSA’s mandate, or hinder it. Council members are also encouraged to make fact-based statements when commenting on current events and to ask questions to solicit feedback to help inform them in their work with Council.

If a Council member chooses to post a comment to social media about a Council meeting, they must do so in a way that captures a fulsome perspective on the conversations and decisions made. Any decision made by Council, regardless of whether the decision was unanimous or not, is to be considered representative of the whole Council and any post to social media should be reflective of this rather than the Council member’s own perspective.

If Council members are unsure of the potential implications of their posts, they are encouraged to consult with CPSA’s communications team for support.

## 2. PURPOSE

The purpose of the Council Social Media Policy is to support Council members in the use of social media platforms and expressing their opinions and provide them with guidance on how to do so in a manner that upholds the integrity of CPSA's mandate and promotes public confidence in the Council.

## 3. SCOPE

The Council Social Media Policy applies to all Council members, both physician and public members, who engage in use of social media platforms. For the purpose of this policy, social media platforms include websites and software programs used for social networking such as, but not limited to, Facebook, YouTube, LinkedIn, Instagram, Twitter, blogging sites and other means of electronic communication.

## 4. RESPONSIBILITIES

CPSA's Code of Conduct encourages physicians to advocate for their patients. The Council Social Media Policy is not intended to negate that direction.

Instead, this policy is intended to align with CPSA's Code of Conduct and CPSA's Advice to the Profession on Social Media by encouraging that any posts on social media, including those for the purpose of advocating for patients, be made with a lens that considers CPSA's mandate and perspective.

CPSA Council President will review the policy with all Council members. The Registrar will ensure staff are aware of the policy.

## 5. APPROVAL

This policy requires approval by CPSA Council.

## 6. AUTHORITY DOCUMENTS

Approved by Council, May 2021, motion number C20-21

## 7. SUPPORTING DOCUMENTS

[CPSA Code of Ethics](#)

[Council and Committee Conflict of Interest Policy](#)

[CPSA Advice to the Profession on Social Media](#)

## 8. DOCUMENT HISTORY

VERSION NO.	Version Date	DESCRIPTION OF CHANGE
1	May 28, 2021	Initial Policy
APPROVAL	DATE	Signature
Council Motion #C20-21	May 28, 2021	