

# Social Media Policies and Notices

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## Facebook

Facebook is a third-party service provider used by the Canadian Cardiovascular Society (CCS) to communicate with the public. Facebook account holders who use the service are bound by [Facebook's Terms of Service](#) and [Privacy Policy](#)— this includes the CCS, and individuals who communicate with the CCS via Facebook. The CCS's use of Facebook is not an endorsement of Facebook's privacy policy or practices.

Comments left by individuals on the CCS Facebook Page can be read by anyone. Therefore, we strongly advise users not to post personal information – whether their own, or the information of others. As per our [Comment Statement](#) below, the CCS reserves the right to remove any comments containing personal information.

The amount of information about a user that is available publicly depends on the user's privacy settings. The CCS reminds users to regularly [check and adjust individual privacy settings](#) as they may change over time.

CCS may use information you provide on Facebook – including, but not limited to, the personal opinions contained in your comments or messages to us – for statistical or analytical purposes.

We encourage users to read [Facebook's Terms of Service](#) and [Privacy Policy](#), as well as the Terms of Service and Privacy Policies for all social networking services they use.

## Twitter

Twitter is a third-party service provider used by the CCS to communicate with the public. Twitter account holders who use the service are bound by [Twitter's Terms of Service](#) and [Privacy Policy](#)— this includes the CCS, and individuals who communicate with the CCS via Facebook. The CCS' use of Twitter is not an endorsement of Twitter's privacy policy or practices.

The CCS uses Twitter, a free messaging service offered by an American company, as one tool in its efforts to communicate clearly, quickly and in an interesting manner to Canadians interested in CCS events, news and related issues.

The CCS' bilingual accounts on Twitter are managed by the Communications department team on behalf of CCS. New CCS accounts may be created for different needs within the organization.

We encourage users to read [Twitter's Terms of Service](#) and [Privacy Policy](#) as well as the Terms of Service and Privacy Policies for all social networking services they use.

## Instagram

Instagram is a third-party service provider used by the CCS to communicate with the public. Instagram account holders who use the service are bound by [Instagram Terms of Service](#) and [Privacy Policy](#) – this includes the CCS, and individuals who communicate with the CCS via Instagram. The CCS' use of Instagram is not an endorsement of Instagram's privacy policy or practices.

The CCS uses Instagram (also known as IG) is a free photo and video-sharing social networking service owned by Facebook, Inc as one tool in its efforts to communicate clearly, quickly and in an interesting manner to Canadians interested in CCS events, news and related issues.

The CCS accounts on Instagram are managed by the Communications department team on behalf of the CCS. New CCS accounts may be created for different needs within the organization.

We encourage users to read [Instagram Terms of Service](#) and [Privacy Policy](#) as well as the Terms of Service and Privacy Policies for all social networking services they use.

## YouTube

The CCS hosts a YouTube channel to communicate with our followers in a creative and visually stimulating way.

YouTube is a third-party video-sharing web service owned by Google and used by the CCS to communicate with the public. YouTube account holders who use the service are bound by YouTube's Terms of Service – this includes our Office. The CCS use of YouTube is not an endorsement of Google or YouTube's privacy policy or practices.

CCS does not collect any personal information via YouTube. The CCS cannot identify you when you "like" one of our videos, but this information is provided to us by YouTube in aggregate form (i.e. the total number of viewers who "liked" our videos). The CCS may use this information for statistical or analytical purposes and to help us provide content of interest to the public.

We encourage users to read [YouTube's Terms of Service](#) and [Google's Privacy Policy](#) as well as the Terms of Service and Privacy Policies for all social networking services they use.

## LinkedIn

The CCS hosts a page on LinkedIn to communicate with people about future career opportunities at the CCS, to offer information, tips and guidance to increase their awareness of, and therefore compliance with, PIPEDA, and to share important announcements.

LinkedIn is a third-party social network and online platform used by the CCS to communicate with the public. LinkedIn account holders who use the service are bound by LinkedIn's User Agreement – this includes the CCS. LinkedIn's Privacy Policy is separate from the CCS Privacy Policy, and CCS use of LinkedIn is not an endorsement of LinkedIn's Privacy Policy or practices.

We encourage users to read LinkedIn's [User Agreement](#) and [Privacy Policy](#), as well as the user agreements, terms of service and privacy policies for all social networking services they use. content of interest to the public.

The CCS does not collect any personal information via LinkedIn. When you “like” one of our posts, that information is displayed under the post and is visible to LinkedIn users visiting our page. LinkedIn also provides us with information on our visitors and followers, and on the numbers of impressions, clicks, interaction and engagement our posts garner, but this information is provided in aggregate form. CCS may use this information for statistical or analytical purposes and to help us provide

## **CCS Social Media**

### **Social Media Content**

The content delivered by the CCS on social media reflects the values and ethics outlined by the CCS mission statement and is influenced by the standards, practices and tone set by other social media key influencers interested in Canadian Cardiovascular advocacy, news, events and research. In composing our social media content, we recognize that the CCS is considered an authority on cardiovascular care in Canada and will be expected to contribute to the online conversation in a professionally responsible and thoughtful way.

At the same time, we make an effort to communicate in a direct and realistic voice. Our content makes an effort to be engaging, informative and sometimes amusing.

Content includes (but is not limited to):

- Links to news releases, blog posts, speeches, research reports and other approved, publicly available CCS material
- Links to relevant information produced and published elsewhere (work of other cardiovascular organizations, advocacy organizations, researchers, news organizations and others). This can include videos, blog posts, and retweets (RTs) from other Twitter users.
- Interesting facts, quotes, videos or observations related to the CCS generated by our Office and others
- Topical questions related to the CCS to provoke discussion

## **Content produced and published by third parties**

Social media content linking to content produced and published elsewhere does not imply endorsement on the part of the CCS. We may tweet or retweet, post or share news, links and personal observations we believe are relevant to the work we do in Cardiovascular care and advocacy and research. We are not responsible for the content of information produced and published by third parties.

## **Social Media Platforms are not a source of official CCS policy**

Social Media Platforms are not the authoritative source of new policy or guidance from the CCS. Any change or evolution in the CCS' official position on legislation, guidance, investigations and audits will be communicated through more traditional channels: official publications (online and off), speeches, statements to the traditional media and the Office web site. We may, however, use social media to draw attention to the CCS' official position on cardiovascular issues.

Importantly, the CCS' decision to tweet/retweet or post/share is not an endorsement of any position or argument that may vary from the CCS' current official position, nor an indication of a possible shift in the CCS' current official position.

## **Official Languages**

Social media content is composed and delivered in either official language but not all content is delivered in both languages. If content is meant to highlight a link to content found elsewhere on the web, the content will be sent in the language of the content it links to. Similarly, a RT or share will only be delivered in the language of the original author.

## **Privacy**

Social media platforms are third-party service providers used by the CCS to communicate with the public and our members. Social media account holders who use the services are bound by the services Terms of Service – this includes our office, and individuals who communicate with the CCS via Facebook, Instagram, Linked in, YouTube or Twitter. We encourage users to read the CCS privacy policy and terms of use, as well as the Terms of Service and Privacy Policies for all social networking services they use.

Information posted publicly on social media– whether it is directed at the CCS or not – can be read by anyone. Therefore, we strongly advise users not to post personal information – whether their own, or the information of others.

The CCS may use information you provide on social media – your account name or handle, and the personal opinions contained in your tweets, @Replies, posts, shares and Direct Messages to us – for statistical or analytical purposes.

## **Following**

The CCS decision to follow a particular social media user does not imply endorsement of any kind. We follow accounts we believe are relevant to the mandate of our work – specifically, as it relates to Cardiovascular advocacy, news and research.

## **Followers**

Similarly, the appearance of a social media user as a follower of a CCS account does not imply endorsement. The CCS will only take steps to remove or block a follower when that follower is obviously a bot (a program used to perform repetitive tasks – like tweeting spam) or consistently tweets offensive material.

## **@Replies and Direct Messages**

We will read all @replies and Direct Messages sent to us and, when possible, will respond to them in their language of origin. We will not disclose the contents of a Direct Message to a third party, unless required to do so by law.

## **Complaints, Media Requests and Personal Issues**

We encourage you to contact [communications@ccs.ca](mailto:communications@ccs.ca) to make a media request or seek additional information on the CCS.

If you believe you have a complaint under either the Privacy Act or the Personal Information Protection and Electronic Documents Act, you can either submit your complaint to [privacy@ccs.ca](mailto:privacy@ccs.ca) or contact the CCS Privacy officers at 613 569 3407

Please note: CCS Privacy officers do not process complaints via social media.

Social media addressed to the CCS which contain comments upon the work or professional duties of individual CCS employees will not be acknowledged.

## **CCS Staff Posting**

Some CCS staff will open accounts under their own names or pseudonyms. Despite their professional affiliation with the CCS, their tweets do not represent the official position of the CCS and should be considered the product of each individual as a private citizen.

## **Comment Policy**

All comments posted to our online forms and communities, social media pages, as well as messages sent to us through those platforms will be reviewed by our staff. Although we are not able to reply individually to all posts, comments and messages, they will be handled on a case-by-case basis and responded to when deemed appropriate.

We reserve the right to edit or remove comments that meet any of the following conditions:

- are contrary to the principles of the Canadian Charter of Rights and Freedoms;
- are racist, hateful, sexist, homophobic, defamatory, insulting, threatening, or otherwise discriminating or hurtful to an individual or group;
- put forward serious, unproven or inaccurate accusations against individuals or organizations;
- are aggressive, vulgar, indecent, rude, abusive, coarse, violent, obscene or pornographic in tone or content;
- are offensive, defamatory, disparaging or include defamatory statements to an individual or an organization;
- are not sent by the author and/or posted by anonymous or robot accounts;
- are put forward for phishing or spamming purposes;
- are written in a language other than English or French;
- are solicitations, advertisements, or endorsements of any financial, commercial or non-governmental agency;
- contain announcements from labour or political organizations;
- contain personal information about you or any other person;
- contain any names, products or services, logos, slogans, mascots, artwork, or promotion of any brand, product or service of any company or entity, or any material protected by copyright or trademarks;
- are unintelligible or irrelevant to the Page;
- encourage or suggest illegal activity;
- are repetitive or spamming of threads, and
- do not, in the moderators' opinion, add to the normal flow of the discussion.

## Questions?

Should you have any questions about your privacy rights as explained in these Privacy Notices, please contact our Privacy Officer, at 613-569-3407, by e-mail at [privacy@ccs.ca](mailto:privacy@ccs.ca) or by postal mail at:

Privacy Officer c/o The Canadian Cardiovascular Society  
222 Queen St  
Ottawa ON K1P 5V9

Please read our Privacy Policy and Website Terms and Conditions of Use for more details.