



Revised (R) / Reconfirmed (RC) Dates
July 2008 (rc), March 2013 (rc), March 2020 (r), November 2024 (r)

MEDIA/PUBLIC RELATIONS

POLICY

Hospital communications with the media and public will be conducted in a controlled manner in order to promote timeliness, accuracy and consistency, while respecting the confidentiality and privacy of patients, staff and volunteers.

PURPOSE

The aims of Hospital communications with the media and public are to foster appropriate awareness of Hospital activities and ensure the public is informed about relevant matters, which may include clinical service updates, news, and other pertinent information.

PROCEDURE

General Communications

The Board delegates to the CEO the role of official spokesperson for the Hospital. The CEO may delegate this authority, either in part or in its entirety, to a designated Hospital representative.

The Board Chair is the official spokesperson for the Board and matters related to Board governance.

No Director will be spokesperson for the Board unless specifically delegated by the Board Chair following consultation with the CEO.

It is recognized that the role of a Director may include representing the Hospital in the community. Such representations must be respectful of and consistent with the Director’s duty of confidentiality. Directors will direct media inquiries to the office of the CEO.

Directors’ Use of Social Media

When using social media personally (as an individual) Directors must be aware of the actual, potential or

perceived effect of their comments or statements because they are recognized as Directors, notwithstanding that statements made are personal and not on behalf of the Hospital. Directors are reminded they must publicly support board decisions and that only the CEO and Board Chair are authorized to speak on behalf of the Hospital.

Directors will:

- Include a non-affiliation statement in a prominent place on their social media profile such as “the views expressed here are my own and not those of any entity with which I am affiliated.”
- Ensure confidentiality is maintained, by NOT discussing patient, volunteer or staff personal information or other Hospital confidential information.
- Ensure consent is obtained for any image(s) posted that enables identification of an individual.
- Avoid any activity or content that could bring the Hospital into disrepute, including defamation, discrimination, or harassment.
- Be respectful of copyright laws.

Directors are encouraged to participate in official Hospital social media channels by commenting and sharing posts for the purpose of celebrating and sharing positive stories about the Hospital.