

We invite you to connect with us!

Brio Living Services' social media presence on Facebook, Instagram, YouTube, and LinkedIn, aims to foster a supportive, educational, social, and inclusive environment for those we serve. We encourage you to engage with our content while abiding by this thoughtful policy.

1. Policy Statement

- a. This policy is intended to assist team members in making appropriate decisions about the use of social media such as blogs, social networking websites, podcasts, forums, message boards, or comments on web-articles, such as Facebook, LinkedIn, YouTube, and Instagram.
- b. This policy outlines the standards required of team members to observe when using social media, the circumstances in which we will monitor your use of social media, and the action we will take in respect of breaches of this policy.
- c. This policy supplements our Brio Living Services Privacy Practices, Code of Conduct, and Consent to Photograph policies and forms.
- d. This policy does not form part of any contract of employment, and it may be amended at any time.

2. Who is covered by the policy

- a. This policy covers individuals working at all levels, including senior managers, directors, full-time, part-time, and per-diem team members within Brio Living Services.
- b. Any individuals, within the internal or external community, that choose to view or engage with content within Brio Living Services' social media platforms.

3. The scope of the policy

- a. All team members and individuals engaging with Brio Living Services' social media platforms are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of our organization and our services, residents, participants, elders, team members, partners, customers, and competitors.
- b. For team members, breach of this policy may be dealt with by your direct supervisor, and, in serious cases, may be treated as gross misconduct leading to termination.
- c. For any individual engaging within the platforms, breach of this policy may result in removal of access to all Brio Living Services' social media platforms.

4. Responsibility for implementation of the policy
 - a. Brio Living Services' Marketing department has overall responsibility for the effective operation of this policy.
 - b. The Corporate Marketing Director and Marketing and Digital Assistant are responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimize risks to Brio Living Services' operations.
 - c. All team members and individuals engaging in Brio Living Services' social media content are responsible for their own compliance with this policy and for ensuring that it is consistently applied.
 - d. Questions regarding the content or application of this policy should be directed to Brio Living Services' Corporate Marketing Director.

5. Posting of social media content
 - a. Social media content will not violate any local, state, federal, or international laws and regulations, including, but not limited to, copyright and intellectual property rights laws.
 - b. Social media content is reviewed by the Corporate Marketing Director in accordance with the brand standards and guidelines of the Corporate Creative Director and Senior Director of Communications.
 - c. Content posted, with upmost respect, will uphold the integrity of our brand, as a faith-based and mission driven organization.
 - d. Approved content is posted by Marketing and Digital Assistant.
 - e. Individuals must be approved by the Marketing Department prior to gaining access to Brio Living Services' social media platforms.
 - f. Resident content (photographs, quotes, etc.) sent by team members to be posted on social media must ensure that Brio Living Services' Privacy Practices and Consent to Photograph forms are reviewed and signed accordingly, prior to providing to Marketing Department.
 - g. In accordance with Brio Living Services' Privacy Practices, no medical, personal, financial, or otherwise private information will be shared on social media without consent. This pertains to residents, participants, team members, family members, partners, and stakeholders.
 - h. In accordance with Brio Living Services' Code of Conduct, team members permitted to post on social media will post content in accordance to the core components of care, professional, and regulatory excellence.

i. Third-party content is not to be posted without consent.

6. Engagement in social media content

- a. Engagement in Brio Living Services' social media content should not violate any local, state, federal, or international laws and regulations, including, but not limited to, copyright and intellectual property rights laws.
- b. Team members are encouraged to engage with social media content in forms of likes, comments, and shares, in accordance with Privacy Practices and Code of Conduct.
- c. All individuals are expected to engage with respect and kindness to others and not at the detriment of Brio Living Services.
- d. Although feedback from all individuals is valuable and welcomed; social media may not be an ideal forum to do that. We encourage team members and individuals with feedback to share to speak to a supervisor directly, or contact the Brio Living Services' Ethics Point Compliance Line at 1.888.315.3965.

7. Monitoring use of social media

- a. The Marketing department reserves the right to restrict or prevent access to Brio Living Services' social media if an individual is in violation of this policy or related policies.
- b. Misuse of social media websites can, in certain circumstances, constitute a criminal offense or otherwise give rise to legal consequences.

8. Agreement

- a. Individuals using and engaging in Brio Living Services' social media are solely responsible for content and related behavior.
- b. Individuals using and engaging in Brio Living Services' social media agree to adhere to this Social Media Policy.
- c. Brio Living Services reserves the right to update or modify these Terms of Use at any time without prior notice. We encourage individuals to review this policy upon the use of social media with Brio Living Services.