

 Ontario Veterinary College Standard Operating Procedure	Number:
	Effective Date: February 1 2017
	Revision Date: To be reviewed in 2020
Subject Matter: Use of Social Media at the Ontario Veterinary College	Page 1 of 3

The Ontario Veterinary College (OVC) encourages the appropriate use of social media by all members of its community – faculty, veterinarians, staff, students (DVM, Graduate and Undergraduate), volunteers and visitors - to promote quality veterinary care, the role of veterinarians in society, the importance of animals to society, student life, and veterinary medical education and research.

This Standard Operating Procedure (SOP) is intended to provide individuals with appropriate-use social media policies and guidelines. It also aims to protect the professional and personal reputation of staff, faculty and students, the reputation of the University and OVC, patients’ and animal owners’ rights to privacy, and the confidentiality of the medical records of clients and their animals.

Using OVC in Social Media Channels

- If individuals wish to publicly share images on social media obtained from **“Restricted Activities”** as defined in the table below, they must first contact the OVC Marketing Communications team (ovcinfo@uoguelph.ca) who will manage the permission process.
- Once approved images are posted by OVC, faculty, staff, students, and the public can re-share what OVC has posted.
- OVC faculty have the right to take images for teaching and research purposes; however, they must ensure that the confidentiality of all clients, their animals, and medical records is respected.

Permitted Activities	Restricted Activities (Permission Required)
<ul style="list-style-type: none"> • Taking or posting images in public areas of the College (e.g. cafeteria, hallways, outdoor spaces). • Taking or posting images of individual people, if they have given their permission. • Taking and posting images of College activities. 	<ul style="list-style-type: none"> • Taking or posting images of clients, client-owned animals, and animals in the spay-neuter program in the OVC Health Sciences Centre (including the Large Animal and Companion Animal Hospitals, Hill's Pet Nutrition Primary Healthcare Centre, Mona Campbell Centre for Animal Cancer, Equine Sports Medicine & Reproduction Centre, and Isolation Units) and the Central Animal Facility requires permission obtained through OVC Marketing Communications. • Taking or posting images of cadavers/tissues in any area of OVC, including, but not limited to wet labs and the post mortem room, requires permission obtained through OVC Marketing Communications. • Taking or posting images of university-owned animals in courses, rotations, or research projects requires permission of the faculty member that is supervising the activity. • Taking or posting images in lecture halls and laboratories requires the permission of the faculty member in charge of the activity.

Consequences of failure to follow this SOP

Failure to follow the SOP will be addressed in accordance with the mechanisms already in place for the various groups (collective agreements, etc.)

Reference:

Professional Practice Standards (CVO)
<https://cvo.org/Resources/Professional-Practice-Standards-and-College-Policy.aspx>

Regulation 1093, Part II, Professional Misconduct, 17. 6.
<https://www.ontario.ca/laws/regulation/901093>

Objects By-Laws Code of Ethics of the Ontario Association of Veterinary Technicians
<http://www.oavt.org/CMFiles/Resources/By-Law/OAVTByLaws.pdf>

University of Guelph - Social Media Guidelines
<http://www.uoguelph.ca/web/socialmediaguidelines>

While social media is growing and expanding every day currently Ontario Veterinary Social Media Channels include:

Snapchat, Instagram, Twitter: [@OntVetCollege](https://twitter.com/OntVetCollege)

Facebook: www.facebook.com/OntVetCollege

OVC Marketing Communication email : ovcinfo@uoguelph.ca

This SOP is referenced in the following Guidelines and SOPs:

- Confidentiality Number: HSC 5 2008
- Hospital Tours: ADM 08 2008
- Patient Visitation by Owners and/or Agents ADM 12 2008
- Requests from External Veterinarians to Observe or Participate in OVCTH Clinical Activities ADM 14 2008
- Requests from Visiting Veterinarians to Participate or Observe in Clinical Activities ADM 14 2009
- Take Our Kids to Work Program ADM 09 2008
- Visitors ADM 07 2008
- Volunteers ADM 11 2008