

BCC3 Social Media and Website Policy

BCC3 Social Media Policy

The British Columbia CARMA-CHIWOS Collaboration (BCC3) will use social media tools to share information that is of relevance to the BCC3 project in particular, as well as information pertinent to women and HIV in general. This policy governs online publications and commentary conducted on social media by the BCC3 Social Media Management Team (SMMT). For the purposes of this policy, social media means Twitter, Facebook.

The BCC3 SMMT, which (as of October 20, 2020) includes Amber Campbell (Research Coordinator), Shayda Swann (Student Researcher), Tetiana Povshedna (Student Researcher), and a CO-OP student, may publish or comment via social media in accordance with this policy. These individuals – referred to as “BCC3 social media contributors”, henceforth – will have access to the study’s social media accounts, which will be password protected. All other BCC3 team members will not be granted access to publish or comment via social media on behalf of BCC3, unless otherwise advised by the Principal Investigators (Drs. Hélène Côté, Melanie Murray, and Angela Kaida).

BCC3 social media contributors will use social media for these specific purposes:

- To provide basic information about the study to the public. This includes (but is not limited to) sharing progress updates and directing the public to new publications.
- To enhance communication and engage with the public.
- To share publicly available news or open access journal articles pertaining to HIV and women’s health.
- To share links to other websites for information purposes.
- To post photos or videos relevant to the project’s topical focus.
- To post photos of the study team. Previous to a picture or video being taken, individuals will be informed that the video or poster will be posted on the Internet via our website or social media accounts. Individuals who do not want their image to be shared will not be captured in the video or picture.
- To share research activities, including opportunities for participation in the study for potential study participants, Peer Research Associates (PRAs) and Community Advisory Board (CAB) members. Such notices will direct potentially interested participants to contact Research Coordinators directly via email or phone for additional information.
- To promote events related to BCC3 and HIV for general public.
- To increase engagement with the BCC3 website.
- To connect with other researchers for the purposes of the study and knowledge translation.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that BCC3 team members must otherwise follow.

Establishing a BCC3 social media account

The study's profile on social media sites must be consistent with its profile on the BCC3 website or other BCC3 documents and publications. Profile information must be approved by consensus by the SMMT and with the co-PIs to make any final decisions if necessary. The official BCC3 logo must be used for the study's profile picture.

Protecting the privacy of BCC3 and its team members, partners, and participants

Social media sites will be used to share information and create dialogue with our research partners, however BCC3 social media contributors are prohibited from publishing confidential information. Confidential information includes unpublished details about our research and data, as well private and personal information about BCC3 team members, partners, and participants. Study participants who partake in confidential research activity (including surveys and focus groups) will never be identified by name nor will confidential details about them or their engagement with BCC3 ever be discussed. While it is acceptable to post general information about the project such as study updates, the information shared must not violate any non-disclosure agreements, certificates of ethical approval, or informed consent forms that may be in place. Privacy settings on social media platforms will be set to allow anyone to see profile information similar to what would be on the BCC3 website. Other privacy settings that might allow others to post information or see information that is personal will be set to limit access. BCC3 social media contributors are to be mindful of posting information that they would not want the public to see.

Respecting BCC3 and its team members, partners, and public audience

BCC3's team members and partners reflect a diverse set of values and viewpoints. BCC3 social media contributors should not say anything contradictory or in conflict with the BCC3 website. They are encouraged to be themselves, but to do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.), but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory, such as politics and religion. BCC3 social media contributors are asked to use their best judgment and to think about the consequences of posting information. BCC3 social media contributors should try to make it clear that the views and opinions expressed are theirs alone and do not necessarily represent the official views of BCC3.

BCC3 Website Policy

BCC3 has decided to connect and engage with the public online, using a website to share information about the study. This policy governs the online publications of and commentary on the BCC3 website by the BCC3 SMMT.

The BCC3 SMMT may publish on the BCC3 website in accordance with this policy. All content that is published on the website will be created and approved by the SMMT listed above. These individuals – referred to as BCC3 website contributors, henceforth – will have access to the BCC3 website, which will be password protected. All other BCC3 team members will not be granted access to publish or comment via the website, unless otherwise advised by the BCC3 website contributors and PIs.

The BCC3 website will be used for the following purposes:

- To describe the BCC3 Vision/Mission/Values, study aims, and methods.
- To describe the study team - biographies and photos will be posted, with permission.
- To describe CARMA and CHIWOS studies and share study findings.
- To describe BCC3 Collaborators
- To explain how to get involved, either as a participant, PRA, or CAB member, and find out more information about BCC3. This will include contact information of research coordinators for participants who are interested in finding out more about the study.
- To provide a link to resources, presentations & publications (e.g. BCC3 presentations, in pdf. or video broadcasted, and publications in journals, newspapers, etc.).
- To provide a link to the BCC3 Twitter and Facebook pages.
- To provide BCC3 study news.
- To provide other HIV-related updates (events, ways to get involved, research findings etc.)
- To acknowledge our Funders.
- To acknowledge broadly (and anonymously) the community members, students, and participants, who have generously contributed to BCC3.

Publication on the BCC3 website carries similar obligations to any other kind of publication or commentary. All uses of the BCC3 website must follow the same ethical standards that BCC3 team members must otherwise follow.

Creating the BCC3 website

The BCC3 website will be consistent with other BCC3 documents and publications. Website information must be approved by consensus by the SMMT and with the co-PIs to make any final decisions if necessary. The official BCC3 logo must be used for the website design, including the homepage.

Protecting the privacy of BCC3 and its team members, partners, and participants

While it's perfectly acceptable to talk about the study and have a dialogue with the community, BCC3 website contributors are prohibited from publishing confidential information. Confidential information includes things such as unpublished details about our research and data as well private and personal information about BCC3 team members, partners, and participants. Study participants who partake in any confidential research activity (including surveys and focus groups) will never be identified by name and confidential details about them or their engagement with BCC3 will never be discussed. While it is acceptable to post general information about the project such as study updates, the information shared must not violate any non-disclosure agreements, certificates of ethical approval, and informed consent forms that may be in place. BCC3 website contributors are to be mindful of posting information that they would not want the public to see.

Key Principles for Social Media and Website

Respecting copyright laws

It is critical that BCC3 website and social media contributors show proper respect for the laws governing copyright and fair use of copyrighted material owned by others, including BCC3's own copyrights and brands. One should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it. Any photos or other media used on the BCC3 website must be openly licensed and/or have permission to use (contributors can use websites such as www.creativecommons.org to find appropriate media sources).

Enforcement

Policy violations may be subject to disciplinary action.

Open Access

The BCC3 PIs, SMMT, and Team are in support of Open Access of created documents. Once finalized, any documents deemed useful to researchers and community will be made available on the website for use. BCC3's documents have listed ways to acknowledge the project and creators for work.

Sharing new BCC3 publications

As a way to disseminate BCC3 findings efficiently, we ask that the first author shares their newly published manuscript on their personal social media accounts by including the following:

- A short 'nugget' about the paper, being specific about what was found and why it is important
- Post a screenshot of the abstract
- Add the link to the paper
- Tag @HIV_HEAR_me and other authors handles (if possible)
- Add appropriate hastags

New BCC3 publications will also be shared on the BCC3 website, Twitter, and Facebook pages.

BCC3 social media comment policy:

We encourage active discussions under the BCC3 posts on social media as long as participants treat each other with respect. BCC3 SMMT does not discriminate against any opinion. However, all comments posted on BCC3 social media will be monitored with the right to remove, without prior notification, any of the following:

- Comments that reveal confidential and/or personal information that enables identification. BCC3 is committed to protecting the privacy of team members, partners, and participants.
- Comments that contain offensive, threatening, or harassing language, personally attack other individuals, and/or target specific individuals or groups.
- Comments that are clearly not related to the topic and/or can be considered spam. These include but are not limited to any website links that are not relevant to the

discussion, advertisements, comments that promote products or services, comments that involve political lobbying, etc.

- Comments that violate copyright laws. We are committed to protecting intellectual property.

Any comments posted on BCC3 social media that violate the rules highlighted above, will not be edited, but removed in their entirety as soon as identified by the BCC3 SMMT.

BCC3 SMMT reserves the right to ban social media users who repeatedly violate the BCC3 comment policy.

Social Media and Website Tips

The following tips are not mandatory, but will contribute to successful use of social media:

- The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by an expert, or of being boring if you write about topics you are not knowledgeable about.
- Know your audience. Use appropriate language when targeting the scientific community and/or the general public.
- Social media posts should be clear and factual in nature. Any questionable content should be verified before posting.
- Quality matters. Use a spell-check.
- The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.
- Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out.
- Be the first to respond to your own mistakes. If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly – better to remove it immediately to lessen the possibility of a legal action.
- If you see misrepresentations made about BCC3 in the media, you may point that out with respect and with the facts. If you speak about news, make sure what you are saying is factually correct. Also, avoid arguments or inflammatory debates. Brawls may earn traffic, but nobody wins in the end.
- Do not ignore comments/questions that directly address BCC3, even when the answer cannot be given on social media.
- It is encouraged to use personal social media accounts to share news about BCC3 (when applicable).

***Note: This social media policy is based on CHIWOS Social Media and Website Policy, which was drafted using PolicyTool, an online social media policy generator developed by "rtraction" in collaboration with lawyer David R. Canton, a Canadian expert in Internet-related legal issues. The guidelines generated through this tool were tweaked for the purposes of the BCC3 study.**