



CDHA Online Community Code of Conduct

Policy Statement

CDHA's online communities must be welcoming and constructive environments. To ensure the integrity of our communities, participants must agree to abide by a code of conduct and adhere to established policies when participating in any of CDHA's online channels.

CDHA accepts no responsibility for the opinions and information posted by community users other than CDHA staff.

Rationale

The Canadian Dental Hygienists Association (CDHA) recognizes that facilitating online communities, including but not limited to, Facebook, Twitter, Instagram, YouTube, CDHA forums, blogs and listservs, is an important part of our overall communications strategy and an integral means of interaction between CDHA and its members as well as the public, and an invaluable place for CDHA members to connect, share with, and learn from each other.

Guidelines

Community members must agree to:

- behave responsibly and courteously towards all members of the online community, respecting their values and viewpoints as well as their rights and feelings.
- work with other community members to ensure the online community remains welcoming to new participants and ideas, embraces diversity, and promotes an inclusive online environment.
- commit to resolving conflict constructively if differences of opinion occur.
- acknowledge that if it is determined they have repeatedly and willfully violated this agreement and/or established community policies, their rights to participate in the online community will be suspended or terminated.

Online Community Policies:

1. Postings should be relevant to the topic of dental hygiene and/or oral health.
2. Requesting or sharing of personal information such as addresses, and phone numbers online is not recommended.
3. When replying to listserv postings, be conscious of whether you need to utilize Reply to All (entire community) or just an individual poster.
4. Posting of spam, viruses, illegal or pornographic material is prohibited.
5. Abusive, threatening, profane, offensive, or degrading language will not be tolerated. Defamatory comments or potentially libelous derogatory statements attacking any individual or organization, including CDHA, is expressly forbidden and will be immediately censored and removed and may be considered cause for immediate revocation.
6. Posting of overt sales pitches by way of promotions or advertisements for businesses, products or services are not allowed. This includes postings with links to sign petitions. Contributors may include links to external information on websites, but the content of the advertisement should not be contained in messages.
7. Infringements of intellectual property including trademark, patent or copyright are not permitted.
8. Repeatedly posting identical messages or similar content or information is discouraged.
9. Use correct spelling, grammar, and punctuation.
10. To emphasize a particular point enclose it in asterisks (i.e. *happy*) rather than using full capitalization of a word, phrase or sentence as use of capitalization is perceived as shouting.
11. Post authors should be committed to addressing questions or comments on their posts in a timely manner.
12. If inappropriate postings occur, report to admin or email marketing@cdha.ca directly rather than publicly posting about the inappropriate behaviour.

Revocation of privileges

CDHA reserves the right to withhold or delete posts or comments that do not conform to the online community code of conduct.

CDHA reserves the right to terminate access to any community member in any channel who does not abide by the online community code of conduct and its policies and expected standards of behaviour.

The process is as follows:

- **First Violation – Warning**

Community members in violation for the first time will generally receive a warning communication from CDHA regarding the inappropriate nature of the posting. There are some extreme incidents that could lead to an immediate ban. See below.

- **Second Violation – Suspension**

If a second violation occurs, the community member will be denied posting privileges for a period of time, commensurate with the seriousness of the incident. To be reinstated, the suspended member will be asked to provide evidence that they understand the reason for suspension, and to provide a plan for avoiding future violations.

- **Third Violation – Permanent Removal**

A third violation will result in immediate removal of the individual from the community and restrictions on re-subscribing. Mitigating circumstances may be discussed privately with CDHA but reinstatement will only be allowed under unusual circumstances, and such decision is entirely at the discretion of CDHA.

- **Extreme Incident – Immediate Revocation of Privileges**

Posting of illegal material, purposeful dissemination of viruses or intentional derogatory/defamatory or potentially libelous statements or attacks will result in immediate removal from the community.

Responsible Office

The Director of Marketing and Communications shall be responsible for stewardship of the policy and/or maintaining procedures.

Effective Date

January 26, 2021

Policy Review Frequency

Bi-annual

Policy History

Created July 2018

First revision: January 2021