

Social Media Policy

Ontario Health (Trillium Gift of Life Network) is proud to lead the social media conversation about organ and tissue donation and transplantation in Ontario. Our communications department maintains the organization's profiles on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).

Guidelines for posts – public comments and interactions

The following are not permitted and will be removed:

1. Crude, profane, intolerant, hateful, threatening or salacious language.
2. Discrimination on any basis, including physical or mental disability, ethnicity, creed, religion, gender, sexual orientation or country of origin.
3. Harassment or defamation of any group or individual.
4. Photos featuring trademarks, nudity or inappropriate behavior, which includes, but is not limited to: criminal activity, violence, sexually explicit or suggestive activity.
5. Fundraising, product endorsement, promotion and spam.
6. Requesting, advertising for, or soliciting an organ or tissue donation.
7. Identifying donor or recipient personal information.

General Moderator Availability

We will update and monitor our social media accounts from Monday to Friday between 9 a.m. and 5 p.m. (E.S.T). Comments posted outside of these times, will be addressed on the next business day.

Twitter Moderator Availability: Special Circumstances

We will monitor and respond to live event requirements, whether initiated or followed, on an as-needed basis. If an event occurs outside of business hours, responses will be based on urgency.

Twitter: @Replies and Direct Messages (DMs)

We welcome feedback and ideas from all of our followers, and endeavour to join the conversation whenever possible, however, we may not be able to reply individually to messages.

All @replies and Direct Messages are read, and any emerging themes, urgent matters or helpful suggestions will be addressed and responses provided, however, certain key themes will be addressed to a wider audience only and not to individuals.

