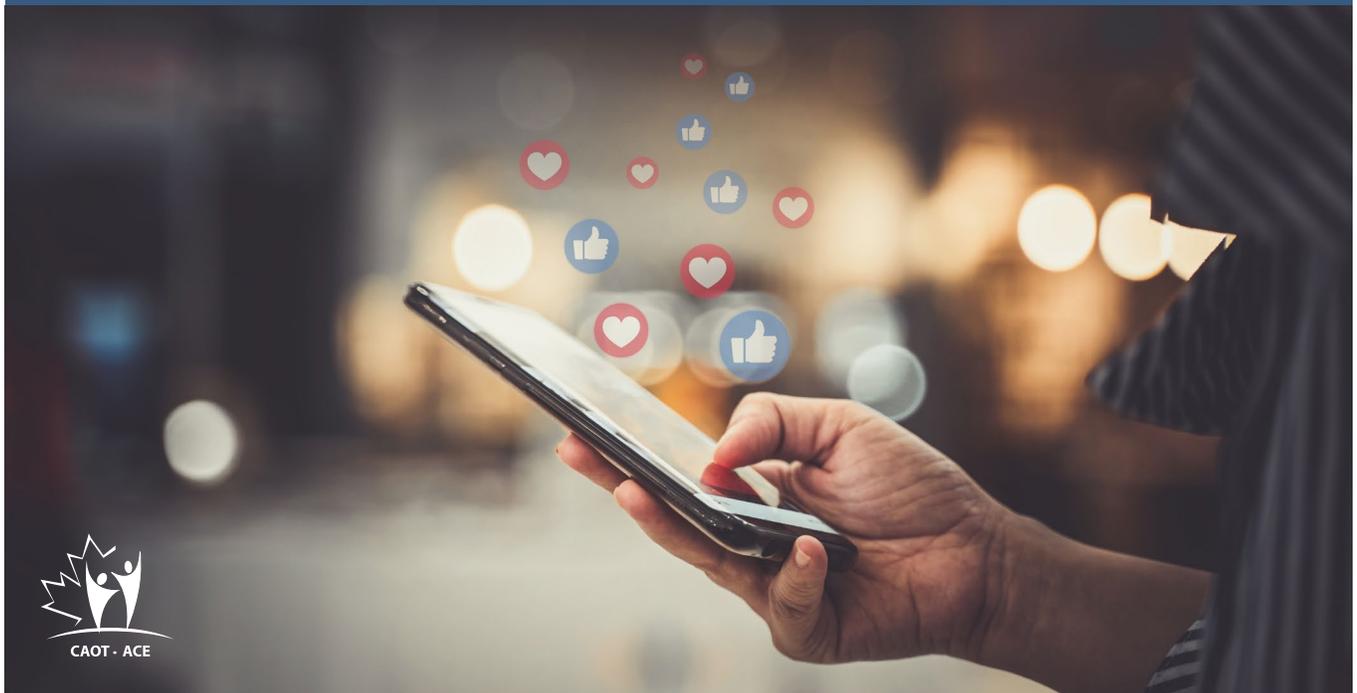


# CAOT social media guide



## CAOT social media guide for staff, volunteers and members

Thank you for your interest in contributing to CAOT's online platforms. Our social media presence and impact has grown significantly over the past few years, as we increasingly recognize it as an important tool to support the association's mission, vision, values and strategic priorities, as well as our operational goals by aligning with and supporting the activities of all CAOT departments. We also hope to foster the growth of an online community of OTs who share information, resources, and news related to occupational therapy, advocate for the profession, and help grow the profession online and off. CAOT has no better advocates than its employees, volunteers and members! These guidelines are intended to help you talk about your involvement in CAOT's work, while telling our story responsibly.

CAOT is currently active on five platforms, which are managed by **Communications Officer (CO) Chantal Houde**:



Facebook  
**@CAOT.ca**



Twitter  
**@CAOT\_ACE**



Instagram  
**@caotace**



LinkedIn  
**the-canadian-association-of-occupational-therapists-caot**



Youtube  
**Canadian Association of Occupational Therapists/  
Association canadienne des ergothérapeutes**

# Using our social media guide

This guide is for CAOT staff, volunteers, board members, members and associates, and anyone who is involved with CAOT in any capacity. If you manage or are involved in one of our programs, are running promotions, have interactions with CAOT members or occupational therapy communities in Canada, are attending events or meetings held by or on behalf of CAOT we encourage you to share your experience on social media.

These guidelines should make it easier to know what type of content to share and how to share it on your favourite social media platforms. This document should be viewed as a living document that will continue to evolve as technology evolves. We welcome questions and suggestions that can help us clarify this policy in the future.

## General guidelines for social media use

There is a lot to think about when you're sharing information on social media. In sharing information about CAOT, we encourage you to be transparent, ethical, accurate and to respect CAOT's core values and these guidelines:

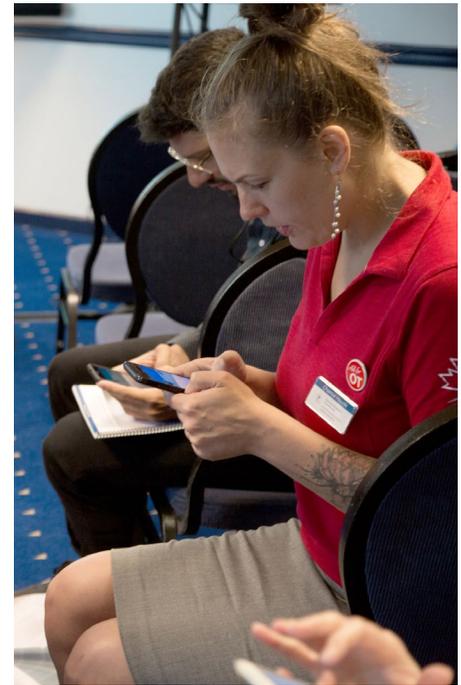
- never reveal information about clients, confidential information about CAOT, or private information about other CAOT staff or volunteers
- be aware of and in line with any social media guidelines or requirements set out by your provincial regulatory college
- be respectful- don't use inflammatory or insulting language, obscenities, or insults
- respect copyright laws- always give credit where due
- add value to the conversation- be responsive and engaging
- remember that posts may be both public and permanent
- avoid social communications that might be misconstrued as directly or indirectly damaging to CAOT's reputation
- when in doubt, ask someone before you post- if you aren't sure whether something you are thinking about posting is confidential or appropriate, get in touch with the Communications Officer, Chantal [choude@caot.ca](mailto:choude@caot.ca) and ask for her guidance.
- Review the *Risk Proof* 2018 article: [The potential hazards of social media for regulated professionals](#) for information about how to decrease your risk when using social media.

## Generating content

We encourage contributors to get creative about the content that is shared. You may like to browse CAOT's social media channels for inspiration or look to other occupational therapy social media accounts you follow. Here are some ideas to craft an interesting post:

- share anticipation around an upcoming event to build 'buzz' about it
- preview material that will be presented or shared at an upcoming educational event/meeting etc.
- 'live tweet' (share information/photos etc. in real-time) from CAOT Conferences, or other events you attend to give followers a taste of your experience
- **use photos and videos whenever possible** - multimedia content has a much higher engagement rate. This may be photos or video of an event, people, places etc.

- provide your perspective on interesting issues about occupational therapy
- impart knowledge: If applicable, share informative articles, videos, anecdotes, quotes, etc., that provide greater context to the story being told
- use recognizable and inspiring hashtags on twitter and IG
- write in a conversational, authentic, positive way that facilitates engagement and invites responses and/or questions



## Sharing your content

You may choose to share content on our platforms via the CO or on your own social media platform(s). Consider which platform(s) is/are most appropriate for the content you wish to share. Often, a mix of both (sharing on your own accounts and sending content to CAOT for the official accounts) is optimal! Frequent/consistent engagement is more than welcome.

Please note that the Communications Officer may decide to share your content on other platforms as they deem appropriate or may run it by other CAOT staff members to ensure the content is consistent with the CAOT message before sharing. We reserve the right to refuse sharing if the content is not appropriate or relevant. Please note that we do not share promotional materials (i.e. for an event, product, service or recruitment campaign) without an agreement in place. A request to share your promotional item(s) may be made through the appropriate CAOT department\*:

Career listings: [advertising@caot.ca](mailto:advertising@caot.ca)

Events: [advertising@caot.ca](mailto:advertising@caot.ca)

Research listings: [advertising@caot.ca](mailto:advertising@caot.ca)

Professional development offerings:

[education@caot.ca](mailto:education@caot.ca)

Membership related: [membership@caot.ca](mailto:membership@caot.ca)

*\*Please note that your request is not guaranteed to be granted; there may also be related costs.*

## Having your content shared on CAOT's platform(s)

**If you would like the CO to share your content on CAOT's platform(s):**

1. Please email the content to the CO [choude@caot.ca](mailto:choude@caot.ca) or share it via a cloud (some files are too large for email) at your earliest convenience - the more instantaneous the post the better, but we will often share content some days after the fact.
2. Let the CO know the handles you use on social media platform(s) and whether you would like to be tagged in the post (if appropriate).
3. The CO will review the content and edit, if required. Please remember we retain the right to edit content that is being posted on our channel(s) and reject it if it does not meet our requirements.

## Sharing from your own social media platform

Another option is to share content on your own social media platform(s). Do you have social media accounts that you use professionally? If so, and if you are comfortable using them for this purpose, you are welcome to share content on those. The CO can then cross-share on the CAOT accounts if appropriate, which can result in more uptake of the content.

**If you would like to share from your account, please:**

1. Let Chantal [choude@caot.ca](mailto:choude@caot.ca) know the handles you use on social media platform(s) so she can be sure to follow you.
2. Tag CAOT using the organizational handles listed above so we can cross-share if appropriate.
  - Do NOT use the CAOT logo as your profile photo. We appreciate you wishing to raise awareness, but it is important for visitors to be able to distinguish between the official CAOT platforms and personal platforms.
  - Remember that we have the right to ask that you un-tag us if the content creates risk for us.

## Managing negative interactions

Negative feedback on posts you have made can be a more challenging aspect of engaging with your community on social media. CAOT practices transparency as much as possible - we deal with these types of issues and comments as they come up, on a case-by-case basis, responding to constructive criticism and managing anything unconstructive in order to keep the conversation relevant and respectful. If you receive negative comments on a post about CAOT that you have made on your social media account, please always follow the guidelines above and be respectful and diplomatic. If you're not sure how to proceed, you may contact the CO, [choude@caot.ca](mailto:choude@caot.ca) for assistance.

If the content you wish to post on your personal platforms includes suggestions for improvements at CAOT, our preferred approach is to contact CAOT staff directly using email (at our [Contact Us](#) web page), rather than share your concerns on social media. We want to work with you to resolve any problems and would like to ensure issues are escalated effectively to the attention of the people who can address and correct them.