



Keystone Child, Youth & Family Services Social Media Terms of Use

Keystone Child, Youth & Family Services is currently actively engaged on the following social channels (list is not exhaustive and can be updated regularly):

- Twitter [@KeystoneCYFS](#)
- Facebook [@KeystoneCYFS](#)
- Instagram: [@keystonecounsellingbrucegrey](#)

By participating on our social channels, you are agreeing to these Terms of Use. Please read them carefully. These terms may be updated at any time and should be reviewed on a regular basis. These guidelines are for all social channels that Keystone Child, Youth & Family may engage, interact or moderate now or at a future date.

What to expect from our social channels

Keystone reaches local audiences through our social channels using engaging and informative content with a combination of visual images, video, text and sharing partner content. Keystone uses social channels with the goals of:

- Sharing information about children's mental health and family supports;
- Increasing two-way engagement with families within our communities;
- Continuously growing and reaching our audiences effectively;
- Building awareness of our programs and services; and
- Promoting wellness and awareness for child and youth mental health.

Our social channels are a place for the community and anyone interested in children's mental health services to engage with our organization and learn more about our services and programs.

Social Media Guidelines

The purpose of these guidelines is to provide notice to users of the Keystone Child, Youth & Family Services social media pages who interact with, or on behalf of, Keystone Child, Youth & Family Services, the types of content that will be removed from our social media sites and the grounds upon which our organization may restrict or ban a user's access to our social media sites.

We recognize the value of social media in helping to communicate, interact, and share experiences. At the same time, it is important when engaging in online discussions about our organization and the child and youth mental health sector, to keep the following guidelines in mind. We will continue to monitor our sites and reserve the right to remove content, restrict or ban users who violate these guideline and rules.

To report violations of these terms, please contact us at communications@keystonebrucegrey.com so we can deal with the issue immediately.

The following guidelines apply to any social channel where users can directly participate by posting comments, messages or any other means of communicating with our channels.

Keystone Child, Youth & Family Services:

- May not respond to all questions, messages and can not monitor our social channels 24/7;
- Will moderate and review posted content and may intervene or block content, as appropriate;
- Expects posted comments to be relevant to the section or post they are in response to;
- Disclaims all liability for third party comments posted to our social channels; and
- Reserves the right to hide or delete comments that we deem are inappropriate, violate our policies or that infringe on the rights of others

Content that will be removed and may result in a user being banned from our social channels:

1. Sensitive or confidential information: Never cite, identify or disclose confidential or personal information about clients, our organization or any third party who has not given their approval. Never post photos or videos that might contravene privacy laws or infringes or violates someone else's rights. Do not upload anything for which you do not have consent.
2. Content that is inappropriate, disrespectful, or contrary to the principals of the Canadian Charter of Rights and Freedoms, including but not limited to:
 - a. Content that is racist, hateful, sexist, homophobic, biphobic, transphobic, slanderous, insulting, intolerant, discriminatory, oppressive, bullying or life-threatening;
 - b. Content that is deliberately misleading or biased, not proven, not supported, manipulated or not accurate
 - c. Content and language that is offensive, abusive, aggressive, coarse, vulgar, violent, obscene, illegal
 - d. Content that is defamatory or and attempt to defraud;
 - e. Spam, solicitations, advertisements, or endorsements of any kind;
 - f. Content that does not come from a validated social media account, not sent by the author and/or posted by anonymous or robot accounts
3. Content that infringes on copyright or intellectual property rights: Posts should come from the original author or cite the original source and links when appropriate. The Keystone Child, Youth & Family Services logo should not be used without written consent.

Violations of Terms

Violations to these terms may result in a warning; hiding or deleting of comments or posts; and/or being blocked from our social channels. Keystone Child, Youth & Family Services may also choose to report the user to the social media platform administrator. The discretion of what is deemed an appropriate response to violations of terms is at the sole discretion of Keystone Child, Youth & Family Services communication and channel moderators.

A user who has had their access restricted or banned may inquire about or appeal such a restriction or ban by contacting communications@keystonebrucegrey.com or calling 519-371-4773

Availability and Response

Comments and discussions are welcome on our social media accounts at any time, however, we cannot monitor our social channels 24/7. Response time may be increased during regular business hours between 8:30 a.m. and 4:30 p.m. Eastern Time, Monday to Friday (not including holidays). Any activity outside of these hours does not indicate someone is available to respond or is actively monitoring.

Keystone Child, Youth & Family Services cannot and will not respond to emergencies through our social media channels. Users experiencing emergencies should follow appropriate pathways within their communities. Keystone Child, Youth & Family Service's social media channels are not a platform used to provide services or crisis response. If you need emergency medical care or are in crisis, call 9-1-1 immediately or head to your local emergency department.

Please note, all social media platforms have their own terms of use, rules and regulations and users should make themselves aware of changes within each platform.

If you have any questions related to use of social media, please contact communications@keystonebrucegrey.com or call 519-371-4773

