



Website and Social Media

Approved by:	CEO and Scientific Director	Date Approved:	2015
Owner:	Facility and Operations Manager	Supersedes:	-
Section Number:	4.3	Next Scheduled Review:	2020

I Scope

This policy affects Members of the Children's Hospital Research Institute of Manitoba, their research teams, and the Institute's Administrative Office that supports them.

II Definitions

The Children's Hospital Foundation of Manitoba (CHF)

The CHF is a charitable organization that raises funds to support medical care for children and for the advancement of knowledge in the field of pediatric medical research.

The Children's Hospital Research Institute of Manitoba (CHRIM, "the Institute")

The Institute was established in 2001 as the Manitoba Institute of Child Health and renamed the Children's Hospital Research Institute of Manitoba in 2015. It is the research division of the Children's Hospital Foundation, offering hope to children and their families, as researchers work toward medical breakthroughs and cures for childhood illnesses.

Member

CHRIM Members are at the core of the Institute and are appointed annually by the CEO and Scientific Director, either upon request of the prospective Member, or following an invitation from the Institute. Members are established or promising researchers affiliated with child health who have an academic appointment at a Manitoba University and have successfully applied for Membership, which may be renewed on an annual basis.

Research Team

In this policy, the research team consists of all personnel working under a specific Member of the Institute identified at the Principal Investigator. Team members are most often paid from the Member's research program funds.

Community

The Community consists of the Institute's employees, its Members and their respective research teams.

Administrative Office

The Administrative Office houses the Management Team and support functions (all employees of the Institute), providing support and leadership to the Community.

III Rationale

This Policy outlines the purpose and objectives of the Institute as they relate to an online presence, specifically website development and social media. This document seeks to clarify to the CHRIM community the roles and responsibilities of community members, and the Administrative Office in developing and maintaining an online presence that facilitates effective communication both internally and externally. It links to policies related to media and public relations (4.1) internal communications (4.2), as well as IT Services (7.7) and Meeting, Event and Committee Structure (1.5).

IV Policy Statement

1. CHRIM builds and maintains a website for a dual purpose: (1) to relay information about child health research in Manitoba to the public at large, and (2) to communicate to members and their research teams (including prospective members) how the institute is structured, how it operates, and to highlight the latest news and events in child health research.
2. The Institute contracts with a third party to build the website. The Media and Communications coordinator is the main point of contact for all matters related to the website.
3. Website content will be solicited by the Media and Communications Coordinator to fulfill its purposes as outlined above. Researchers and other personnel who submit content will be responsible for reviewing it regularly to keep it up to date. The Media and Communications Coordinator will ask for updates as required.
4. Changes to the content of existing pages can be done in-house by the Media and Communications Coordinator. Changes to the menu structure and to links between pages are done by the third party builder.
5. The Institute will strive to build and maintain a website that is intuitive and useful. Feedback from the community is always welcome. Changes will be made according to the need perceived by the Management Team, subject to the availability of funds to cover costs.
6. Researcher Profiles are a central part of the website. Researchers are expected to provide content and to keep it current. Profile updates should be a regular part of annual Membership renewal (see Policy 2.1, Membership). Profiles can also include links to any research-related sites provided by the researcher.
7. The Institute strives to keep current with social media and will create accounts on various platforms as deemed desirable (Facebook, Twitter, etc). The accounts are managed by the Media and Communications coordinator. Researchers and research community members may choose to share or retweet posts from CHRIM accounts, but may not post on behalf of the institute.

V Procedures

1. Building and Maintaining the Website
 - a. The website is designed and structured by a third party who makes changes at the request of the Management Team. The Institute covers the costs associated with these changes.
 - b. The Media and Communications Coordinator acts as the main point of contact regarding the website, mediating between the Management Team, the Program Facilitator, the third party builder and the CHRIM community. Feedback about the website is always welcome and

encouraged, although changes are made at the discretion of the Management Team and the Media and Communications Coordinator.

- c. Content is reviewed regularly by the Program Facilitator and requests for updates will be made to the content owner as needed. Updates will be sent to the Media and Communications Coordinator for uploading to the appropriate page.

2. Researcher Profiles

- a. Appropriate headings and structure for researcher profiles are available on the website or from the Media and Communications Coordinator.
- b. Content of the profile is the Member's responsibility and should be updated at least annually. Profiles that are empty or out of date by more than one year will be removed.
- c. Researchers may list other affiliations and link to other research-related sites at the discretion of the Media and Communications Coordinator.

3. Themes

- a. Research Themes will be provided with their own framework within the chrim.ca website to use for theme-related purposes. The Media and Communications Coordinator will work with the Themes to build and maintain these pages, liaising with the third party web developer where necessary.
- b. If a Theme requires page structure that is more complex and/or extensive than what is part of the standard for the Institute, the Theme will be responsible for web-building costs specific to those changes. Pages must be integrated within chrim.ca (rather than simply linked to it), and built by the same third party web developer.
- c. Page content is the responsibility of the Theme and should be kept current. The Program Facilitator will work with the Theme researchers to make revisions to content and forward updates to the Media and Communications Coordinator for uploading.

4. Platforms and Core Facilities

- a. Platforms and Core Facilities will be given their own framework within the chrim.ca website with which to advertise their services, list fee schedules and book lab time or services. The Media and Communications Coordinator will work with the managers of the platforms and core facilities to build page structures to suit their needs, liaising with the third party web builder where necessary.
- b. Web-building costs for Platforms and Core Facilities will be covered by the Institute. Where core facilities are operated by a Theme, the Theme will cover website costs for that core.
- c. Page content is the responsibility of the Platform or Core Facility Managers, and should be kept current. The Program Facilitator will assist Platform and Core Facility Managers in keeping content up to date and in forwarding changes to the Media and Communications Coordinator.

VI Responsible Office(s)

This Policy is approved by the CEO and Scientific Director, and owned and maintained by the Facility and Operations Manager.



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Approval, CEO and Scientific Director, CHRIM

Signature

Terry Klassen, MD, MSc, FRCPC

Date

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