

CHRIM Social Media Strategy

Research Profile Guidelines:

As a CHRIM member and researcher your researcher profile is YOUR tool for promoting your work and yourself to the public and fellow colleges. Your profile should be up-to- date, informative and easy to navigate through. Please take the time to make your profile your own!

Each profile requires the following:

- Current position/appointments
- Current phone & fax numbers
- Current email address
- Are you accepting Students? (Yes or No)
- Your History (Please be specific – it's interesting to hear where you came from and how you got here!)
- Your Research Focus (please also explain your research in laymen's terms)
- Recent Publications (an organized list is great!)
- Profile picture (a picture of yourself as well as pictures of your research and team – this helps the public and colleagues put a face to the name)

CHRIM Blog Guidelines:

The CHRIM Blog is YOUR opportunity to share your research with a broad audience. The audience you are targeting is the public as well as fellow researchers. There are no restrictions on length (if providing a research journal – please provide a short summary in laymen's terms). Please provide pictures (if available) with your story – this helps personalize the story.

Some examples of stories are:

A Day in the Life of...

A research journal (any type of journal, media release, news story) A description of your research

Stories about MICH

The blog is VERY important to MICH and your participation is critical for its growth and survival. If you'd like help with your stories, I am available to meet with you and discuss what you'd like to share.

Twitter Guidelines:

Twitter is a “microblogging” platform which allows you to post short text messages (up to 140 characters in length) and converse with other users via their phones or web browsers. Unlike email or texting messaging, these conversations take place in the open.

The goal of Twitter in your situation is to build relationships with relevant audiences including donors, partners, other institutes, researchers, media and bloggers.

Start by creating a twitter account using your name. Next follow a few established Twitter accounts for examples of what to tweet.

Here are few examples:

<https://twitter.com/CHRIManitoba>

<https://twitter.com/JonMcGavock>

<https://twitter.com/chfmanitoba>

<https://twitter.com/tpklassen>

<https://twitter.com/richardkeijzer>

The most important thing to remember about joining twitter is to NEVER tweet anything you wouldn't want your mother or boss to see. Remember this is your professional twitter and inappropriate tweets could taint your reputation.

The benefits of joining twitter are endless. You will connect with researchers and other professionals in your field across the world, get fast and up-to-date information daily, learn about what your colleagues are doing, and eventually form relationships which will develop into collaborations for the future!

Link to blog on Twitter for Researchers:

http://kraftylibrarian.com/?p=1524&utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+kraftylibrarian%2FOLay+%28The+Krafty+Librarian%29

TOP 10 GUIDELINES FOR SOCIAL MEDIA PARTICIPATION AT CHRIM

These guidelines apply to CHRIM employees or contractors who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of Social Media. Whether you log into Twitter, Yelp, Wikipedia, or Facebook pages, or comment on online media stories — these guidelines are for you.

While all CHRIM employees are welcome and encouraged to participate in Social Media, we expect everyone who participates in online commentary to understand and to follow these simple but important guidelines. These rules might sound strict and contain a bit of legal-sounding jargon but please keep in mind that our overall goal is simple: to participate online in a respectful, relevant way that protects our reputation and of course follows the letter and spirit of the law.

1. Be transparent and state that you work at CHRIM (and/or the Children's Hospital and/or the University of Manitoba). Your honesty will be noted in the Social Media environment. If you are writing about CHRIM or a competitor, use your real name, identify that you work for CHRIM, and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.
2. Never represent yourself or CHRIM in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
3. Post meaningful, respectful comments — in other words, please no spam and no remarks that are off-topic or offensive.
4. Use common sense and common courtesy: for example, it's best to ask permission to publish or report on conversations that are meant to be private or internal to CHRIM. Make sure your efforts to be transparent don't violate CHRIM 's privacy, confidentiality, and legal guidelines for external commercial speech.
5. Stick to your area of expertise and do feel free to provide unique, individual perspectives on non- confidential activities at CHRIM.
6. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly: feel free to ask the Communications Coordinator for advice and/or to disengage from the dialogue in a polite manner that reflects well on CHRIM.
7. If you want to write about the competition, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.
8. Please never comment on anything related to legal matters, litigation, or any parties MICH may be in litigation with.
9. Never participate in Social Media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your or CHRIM's IP address. Refer all Social Media activity around crisis topics to the Media & Communications Coordinator and/or CEO and Scientific Director.

10. Be smart about protecting yourself, your privacy, and CHRIM's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory.

NOTE: Mainstream media inquiries must be referred to the Media & Communications Coordinator.