



ST. ANNE CENTRE
Working Together Toward Excellence in Health and Wellness

BOARD OF DIRECTORS MANUAL

NUMBER: 029
SECTION: BRD

SUBJECT: ST. ANNE CENTRE ORGANIZATIONAL COMMUNICATION	
MOTION #: 07-07-2017	DATE OF MOTION: July 17, 2017
CHAIRPERSON: E. H. Samsa	DATE SIGNED: Oct. 5/17
DATE EFFECTIVE: June 18, 2012	DATE REVISED: July 17, 2017
DATE REVIEWED: June 2017	

PURPOSE

The purpose of this policy is to indicate who is authorized to speak on behalf of the facility and the Board of Directors.

POLICY

This policy will pertain to written or verbal communication in published media, social media and television/radio.

DEFINITIONS

1. Published Media – newspapers, bulletins, reports, press releases, webpage.
2. Social Media – (Webster) forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)
3. Other Media – television, radio.

GUIDING PRINCIPLES AND VALUES

The chair person, or designate, and the CEO will represent the facility and Board of Directors.

PROCEDURE/GUIDELINES/PROTOCOLS

1. Requests for information will be directed to the CEO.

St. Anne Centre Organizational Communication

2. Requests will be directed to the most appropriate, authorized person who can best represent St. Anne Centre.
3. The CEO may delegate specific communication to an appropriate staff member requiring specialized information –e.g. finance, infection control.

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