

CDHA Online Community Code of Conduct

The Canadian Dental Hygienists Association (CDHA) recognizes that facilitating online communities, including Facebook, Twitter, our CDHA forums, blogs and listservs, is an important part of our overall communications strategy and an integral means of interaction between CDHA and its members as well as the public and an invaluable place for CDHA members to connect, share with and learn from each other.

We want our online communities to be welcoming and constructive environments. To ensure the integrity of our communities, we ask participants to agree to the following code of conduct and adhere to established policies when participating in any of our CDHA online channels.

The CDHA accepts no responsibility for the opinions and information posted by community users other than CDHA staff.

Code of Conduct Agreement:

- ✓ I will behave responsibly and courteously towards all members of the community, respecting their values and viewpoints as well as their rights and feelings.
- ✓ I will work with other community members to ensure it remains welcoming to new participants and ideas, and embraces diversity.
- ✓ I acknowledge that differences of opinion and conflict will undoubtedly occur, but community members agree to resolve conflict constructively.
- ✓ I acknowledge that if it is deemed I have repeatedly and willfully violated this agreement and/or established community policies, my rights to participate in the community will be suspended or terminated.

Online Community Policies

1. Postings should be relevant to the topic of dental hygiene and/or oral health.
2. Requesting or sharing of personal information such as addresses and phone numbers online is not recommended.
3. When replying to listserv postings, be conscious of whether you need to utilize reply to all (entire community) or just an individual poster.
4. Posting of spam, viruses, illegal or pornographic material is prohibited.
5. Abusive, threatening, profane, offensive or degrading language will not be tolerated. Defamatory comments or potentially libelous derogatory statements attacking any individual or organization is expressly forbidden and will be immediately censored and removed and may be considered cause for immediate revocation.
6. Posting of overt sales pitches by way of promotions or advertisements for businesses, products or services are not allowed. Contributors may include links to external information on websites, but the content of the

advertisement should not be contained in messages.

7. No infringements of intellectual property including trademark, patent, or copyright are allowed.
8. Repeatedly posting identical messages or similar content or information is discouraged.
9. Using correct spelling, grammar, punctuation makes it easier for members to read and respond to comments.
10. To emphasize a particular point enclose it in asterisks (*happy*) rather than using full capitalization of a word, phrase or sentence (perceived as shouting).
11. If inappropriate postings occur, email marketing@cdha.ca directly rather than publicly posting about the unsuitable behaviour.

Revocation

CDHA reserves the right to terminate access to any online community member in any channel who does not abide by the online community code of conduct and established etiquette practices. The process is as follows:

- First Violation – Warning

Subscribers in violation for the first time will generally receive a communication from CDHA regarding the inappropriate nature of the posting. There are some extreme incidents that could lead to an immediate ban. See below.

- Second Violation–Suspension

If a second violation occurs, the subscriber will be denied posting privileges for a period of time, commensurate with the seriousness of the incident. To be reinstated, the suspended member will be asked to provide evidence that they understand the reason for suspension, and to provide a plan for avoiding future violations.

- Third violation –Permanent Removal

A third violation will result in removal of the individual from the community and restrictions on re-subscribing. Mitigating circumstances may be discussed privately with CDHA but reinstatement will only be allowed under unusual circumstances, and such decision is entirely at the discretion of CDHA.

- Extreme incident – Immediate revocation of privileges

Posting of illegal material, purposeful dissemination of viruses or intentional derogatory/defamatory or potentially libelous statements or attacks will result in immediate removal from the community.