

<u>POLICY TITLE</u>	
Canadian Society of Hospital Pharmacy BC Branch Communications Policy	POLICY #3.0
Date Approved	May 8, 2024
Date Revised	

POLICY:

This policy provides:

- Guidance to facilitate the appropriate channel of communication to distribute non-CSHP-related announcements to CSHP-BC members and the public.
- Procedure for when materials or content is not deemed to be suitable for promotion across CSHP BC communication platforms.

CSHP BC Branch will limit email distribution of non-CSHP-related announcements for the following reasons:

- To lessen the volume of emails/postings that are received by the members
- To save time in sorting through the various requests made by other organizations
- To comply with Canada’s anti-spam legislation (CASL)¹

Satellite Symposium announcements, associated with CSHP BC Branch events, are exempt from this policy.

As per the [CSHP Board and Branch Reference Manual](#), mass emails on topics deemed to be of broad professional interest to BC Branch members will be approved by the branch president prior to sending or posting.

The CSHP BC Branch president may, at their discretion, bring items to BC Branch Council for review and approval prior to sending or posting. If the non-CSHP-related content is deemed unsuitable for distribution via mass email, then the following procedures are followed:

- Notify the requestor of the CSHP BC Branch Communications Policy.
- Not distribute the non-CSHP-related information to CSHP BC members.
- Determine if other communication channels would be appropriate (refer to Appendix A) and provide suggestions for distribution to the requestor.



Appendix A. CSHP BC Communication Platforms

	Description	Distribution Criteria
CSHP BC Branch Website	CSHP BC website which can be viewed publicly except for CSHP BC members only webpages that is password protected.	Material or content which directly relates to CSHP. Third party content can be included on a case-by-case basis if it relates to pharmacy advocacy, resources or tools to improve patient care and safe medication use in hospitals and collaborative health care settings.
BC Branchlet	Quarterly branch newsletter that is sent directly to CSHP BC members via email addresses and published on the CSHP BC website .	Material or information directly provided from CSHP BC Council. Third party content can be included on a case-by-case basis if it relates to pharmacy advocacy, resources or tools to improve patient care and safe medication use in hospitals and collaborative health care settings. Third party content containing material directly promoting a third-party organization or relating to recruitment and soliciting of any kind from third-party organizations will be excluded (e.g., participation in surveys or feedback).
Social Media	CSHP BC social media accounts including Facebook , Instagram , X (formerly known as Twitter) which can be viewed publicly.	Content that directly relates to pharmacy advocacy, and resources or tools to improve patient care and safe and effective medication use in hospitals and other collaborative health care settings. Recruitment for participation may be considered if they are in relation to promotion of patient care through advancement of safe and effective medication use in hospital and other collaborative settings, related to pharmacy advocacy, education, promotion of best practices, inter-professional collaboration, and facilitation of research.
YouTube	Video sharing platform which allows the upload of video media content that can be viewed publicly, unlisted, or private based on decided settings.	Video content uploaded with material directly related to CSHP. Video content uploaded as part of CSHP BC's events for attendee and membership viewing post-event. Video content uploaded as part of Pharmacy Appreciation Month Lunchtime Presentations.
Mass Emails	Information being sent directly to CSHP BC members via email addresses obtained through membership list provided by CSHP National.	Material or content which directly relates to CSHP. Third party content can be included on a case-by-case basis if it relates to pharmacy advocacy, and resources or tools to improve patient care and safe and effective medication use in hospitals and other collaborative health care settings.