# Med
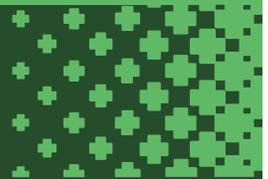
# 1. Values and Goals

A social media program, like all programs and activities in Ontario Long-term Care Homes, should conform to the guiding principle of "Home" and the Resident's Bill of Rights. These guiding values enshrine resident dignity, security, safety, and comfort and ensure that residents are to the best of their ability able to participate as citizens, take steps to preserve their independence, and engage in decision-making.

Beyond these values, a social media program should be aimed at increasing resident autonomy and well-being. To promote these goods, social media programs should focus on resident-directed activity and building capacity. The focus should be on residents creating virtual spaces that express themselves and their interests, and which they enjoy moving through on a daily basis. Social media interactions that promote meaningful relationships with others, including family, people who share a hobby, and others who may connect on the basis of shared experiences or values should be promoted. Finally, programs should model elderly use of social media in these ways, as a way to empower residents and demonstrate that they can fruitfully engage in social media technologies

While social media programs may be especially important in times of upheaval where residents' access to social community may be restricted, these programs are valuable at all times and stand poised to improve health outcomes given the importance of social connections to well-being.

# 2. Program Checklist

☐ Create a method for recording and evaluating the program annually in alignment with provincial requirements, with the values and goals set out above

☐ Distribute program information and schedule of activities to residents and their families

☐ Ensure the program represents elderly folks as being capable users of social media technologies, either via peer-to-peer learning, volunteer participation, or elderly staff participation

☒ Provide staff training on program values, goals, and safety parameters, to ensure they understand how to best support the program, and to ensure residents' are provided with appropriate social media freedoms in all relevant spaces and contexts.

☐ Provide education on a variety of social media apps and platforms with attention to resident preferences

☐ Provide examples of both synchronous and asynchronous virtual activities

☐ Encourage the development of customizable digital spaces which reflect resident habits and values

☐ Encourage the development and maintenance of relationships which are reciprocal, empathetic, continuous, and which encourage the resident's personal growth and self-knowledge

☐ Provide private spaces for residents to engage in real-time audio/video interactions

☐ Encourage goal setting and reflection on online activities

## 3. Safety Considerations

☐ Provide education on photo and video sharing etiquette, and consider implementing a photo and video policy for residents. This can be augmented through education on how to crop and blur photos and videos that may include others.

☐ Provide education to residents on privacy settings and best practices, including:

a.      using a username or nickname when possible

b.      encouraging the use of fake user information when possible

c.      limiting the disclosure of personally identifying information, while not being overly restrictive on emotional and other disclosures that create the vulnerability necessary for the formation and maintenance of meaningful relationships

d.      being literate on how to identify and ignore spam and scam emails and messages

e.      being literate on how to control and manage privacy settings, as well as educating residents on likely ways information may be used without scaremongering.

☐ Where deemed necessary by capacity concerns, implement content controls that still enable access to social media benefits