

ASPQ Social Media Rules of Engagement (Netiquette)

The *Office québécois de la langue française* defines “netiquette” as the conventions of courtesy that govern how people behave online, particularly in forums, email exchanges and on social media.

Purpose

The *Association pour la santé publique du Québec* (ASPQ) is committed to fostering respectful and constructive exchanges on its social media accounts and takes reasonable steps to do so. ASPQ welcomes the exchange of views among users, while asking everyone to follow certain principles and to refrain from using public discussions to discuss private matters.

These rules set out the standards of use and interaction that ASPQ expects users to follow on its social media channels.

They apply to all social media platforms used by ASPQ or any of its affiliated projects.

ASPQ reserves the right to amend these rules at any time without prior notice.

Limitation of Liability

ASPQ takes reasonable steps to moderate comments and other user-generated content posted on its social media accounts. However, ASPQ is not responsible for comments or posts made by users and cannot be held liable for any damage arising, or alleged to arise, from a user’s use of an ASPQ social media account or activities on it.

ASPQ is also not responsible for content available on third-party websites accessed through links posted on its social media accounts.

In addition, ASPQ cannot guarantee the quality of the French used by its followers, as comments are often written and posted spontaneously.

Personal Information

Users are encouraged to exercise caution and discretion when discussing personal experiences or sharing opinions, and to avoid disclosing personal information about themselves or others.

Users should bear in mind that social media are public platforms and conduct themselves accordingly.

ASPQ cannot be held liable for any damage resulting from a third party’s use of personal information voluntarily posted by a user on a public social media platform.

Intellectual Property

By posting on ASPQ's social media platforms, users agree that ASPQ may use or republish their comments without seeking further permission.

Relevance

Comments must be relevant and relate to the topic or content being discussed.

Repeated posts and spam will not be tolerated.

Advertising of any kind and propaganda are also prohibited.

Avoid excessive use of capital letters, as writing in all caps is generally understood as shouting online.

Content or comments posted or shared on ASPQ's social media accounts must not be used for personal or private exchanges.

Links to other websites are permitted provided that they are relevant to the topic being discussed. ASPQ is not responsible for the content of third-party websites.

Respectful Conduct

ASPQ respects everyone's right to express an opinion. However, content or comments posted or shared on its social media accounts must not include:

- personal attacks or insults;
- discriminatory remarks, including racist, homophobic, sexist or xenophobic language;
- defamatory, abusive, obscene, vulgar, slanderous or offensive remarks, or any other content deemed objectionable;
- threats, intimidation or harassment of any kind;
- personal or confidential information, or content that could infringe on anyone's privacy;
- unintelligible content;
- repeated or off-topic messages;
- content that incites racial, religious, ethnic or other forms of hatred; or
- content that infringes copyright.

Moderation

To help ensure that discussions remain constructive and respectful, ASPQ moderates comments and content posted or shared on its social media accounts.

For the benefit of the community, ASPQ reserves the right, at any time and without prior notice, to remove a comment or block a user who violates these rules.