

SOCIAL MEDIA GUIDELINES FOR LICENSED FUNERAL DIRECTORS, LICENSED EMBALMERS, AND APPRENTICE FUNERAL DIRECTORS OR EMBALMERS

Introduction to Social Media

The term “social media” refers to a variety of online communication tools that enable users to create and share content. They also allow users to participate in discussions with communities composed of colleagues, clients, professional networks, or personal contacts. Social media sites include Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn, blogs, message boards, and chat rooms.

Usage Guidelines for Funeral Professionals

Social media guidelines are intended to inform funeral professionals’ decisions about the use of social media for both personal and professional use. This document does not establish new professional expectations for funeral professionals; the intention is to demonstrate how the code of professional conduct, provincial statutes, and regulations are applied in the social media realm.

To abide by the professional code of conduct, provincial statutes, and regulations guiding the profession, funeral professionals should consider the following guidelines:

1. Assume that all content posted or shared through social media is visible and accessible to the public;
2. Establish an online profile that accurately reflects one’s professional license status;
3. All interactions and communications that take place through social media are governed by the same ethical and professional standards that apply in face-to-face interactions;
4. To ensure compliance with legal, ethical, and professional responsibilities, and to maintain privacy and confidentiality, exercise caution when posting information online that relates to at-need services provided by the licensee and the funeral home;
5. Protect the reputation of licensees, funeral homes, the funeral profession;
6. Communicate in a manner that promotes and upholds public trust in the funeral profession; and,
7. Do not make defamatory, offensive, obscene, derogatory, or discriminatory statements about colleagues, employers, competitors, clients, patients, or suppliers.