

# Digital participation and social media engagement expectations

## Purpose

The College of Alberta Dental Assistants maintains social media and digital platforms to share information about regulation, public safety, and the role of dental assistants in Alberta. These platforms also provide an accessible entry point for the public and registrants to connect with us through direct messages and other digital interactions. These expectations explain how participation occurs on our digital channels and how we manage comments, messages, and interactions, including when and how matters may be redirected to other communication channels as appropriate.

## How we participate

1. We monitor social media during business hours.
2. Responses are provided when appropriate and when they do not require confidential or regulatory discussion.
3. We do not offer regulatory advice through social media.
4. We may redirect questions to official channels.

## How you may participate

1. We welcome comments that:
  - a. are respectful
  - b. relate to the post or topic
  - c. support constructive conversation
  - d. do not include personal information
2. We welcome direct messages and will respond, if appropriate, or redirect to official channels.

## What we cannot respond to

For privacy and regulatory reasons, we cannot respond via social media to:

1. questions about individual registrants
2. questions about complaints or investigations
3. requests for regulatory advice
4. comments that include personal or identifying information
5. comments seeking interpretation of standards or legislation

Where appropriate, we will redirect these questions, requests and comments to official channels.

## Comments that may be removed

To protect the public and maintain respectful communication, comments may be removed when they contain:

1. personal information about any individual
2. confidential or sensitive details
3. allegations about registrants or employers
4. offensive, discriminatory, or defamatory language
5. misinformation that may pose public risk
6. commercial promotions
7. spam or unrelated content
8. repeated posting of the same message

Comments may also be turned off during periods where moderation is not possible.

## How to contact the College

For questions about confidential or complex matters, please contact us directly through [our website's contact form](#).

Messages or comments submitted through social media are not monitored for regulatory purposes.

## Thank you

We appreciate your participation and commitment to respectful communication that supports public safety and professional regulation in Alberta.