
Social Networking Policy

Enter Clinic Name

Month Day Year



Disclaimer

Please note this is a Social Networking Policy sample document template. We hope you find this of value in preparing your own Social Networking Policy document for your business and your staff. Please note that it is your responsibility to make sure that the document you create for your office and staff is in compliance with your state board rules and regulations, and any and all other governing boards, national organizations on the state and federal level you must comply with. ChiroSecure makes no claims and accepts no responsibility for the legality or enforceability of the document. It is intended only as a guide for you to create your own Social Networking Policy for your office. Please check with your attorney as to the validity of your document.

Overview Policy Statement

[Clinic Name] fully acknowledges and recognizes the emergence and influence of Social Media in the modern world, as well as the rights of individuals to actively participate in the undertaking of such activities. However, it is in the company's best interests that certain regulations be set in the usage of Social Media, especially when the usage of such mediums directly affect company processes and production. It is for that purpose that the company has chosen to draft and willfully uphold this Social Media Policy.

Barring any legal precedents, willful violations of these policies will warrant appropriate sanctions.

Scope Of The Policy

This policy will cover all individuals who are directly affiliated with the company. The referred individuals are as follows:

Associates

Managers

Officers

Employees

Consultants

Contractors

Interns

Staff Members

Volunteers

Purpose

The enforcement of this policy seeks to:

1. Establish clear guiding principles as to how the above individuals are to conduct themselves when engaging in social media whether the engagement be official or unofficial in nature.
2. Cultivate an environment wherein the usage of Social Media contributes to the overall welfare and productivity of [Clinic Name].
3. Prepare company employees on the hazards and responsibilities of partaking in social media activities.
4. Protect the company and its employees from any risks or legal threats that may arise as a result of social media usage.

General Guidelines In Work-Related Social Media Usage

1. Only employees authorized by the [Doctor or Clinic Manager] are permitted to engage in work-related Social Media.
2. Information and content shared on Social Media must be approved by the [Doctor or Clinic Manager] beforehand and must comply with the company's confidentiality policies.
3. Penetration into certain websites/forums/blogs must be approved by the [Doctor or Clinic Manager] beforehand. Please see the doctor or clinic manager for a list of approved websites/forms/blogs.
4. Proper resource citations and copyright laws must always be upheld.

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5. You must not speak on behalf of [Clinic Name] unless you are authoritative on the subject and have been authorized, in writing, to speak on behalf of [Clinic Name] by the [Doctor or Clinic Manager] of [Clinic Name]
 6. You must not share information that is confidential or proprietary. Only public available information or information which you have been authorized to share may be disseminated.
 7. Be transparent. Clearly identify yourself, that you work for [Clinic Name], and what your role is.
 8. Be professional. This includes being honest, respectful and factual at all times.
 9. Do not refer to the products or services of vendors, patients, clients, customers or partners without obtaining consent by the [Doctor or Clinic Manager].

General Guidelines In Limited Personal Social Media Usage

(If it is the policy of your clinic to allow personal usage of Social Media, clearly state that and add this section or similar. If it is not the policy state that also.)

1. Configure the privacy settings on your social media profile to aptly satisfy your privacy requirements.
2. If you are discussing products or services provided by [Clinic Name], then you must identify yourself as an employee and make it clear that the views are yours and do not represent the views of [Clinic Name].
3. You must not speak disparagingly about [Clinic Name], its employees or officers, or any product or service provided by [Clinic Name].
4. You may not sell or endorse any product or service which would compete with products or services sold by [Clinic Name]
5. You may not sell or endorse any product or service with out written permission of [Doctor or Clinic Manager].

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6. When on the job, access to social media must be confined to limited personal use.
 7. Portray clear disclaimers that any form of personal views that you express online are of your own accord, and do not represent the views of [Clinic Name].
 8. Practice proper conduct and decorum when interacting with other social media users.
 9. Strictly comply with [Clinic Name] confidentiality policies.
 10. Respect and uphold copyright/trademark laws.

Cancellation or Expiration

The policy in this document does not have an expiry date. However, this document is reviewed and updated as required annually. It is your responsibility to review and comply with all updates.

Enforcement

Any individual found to be in violation of this policy may be subject to disciplinary action, up to and including termination of employment or contract and potentially legal action.

Definitions

Limited Personal Social Media Usage - A philosophy that employees are permitted limited personal use of [Clinic Name] computing resources when that use does not:

1. Interfere with business usage of [Clinic Name] resources.

2. Is performed on non-work time.

3. Does not violate acceptable use policies or standards of ethical conduct.

Social Networking - A variety of applications, usually web-based, which allow users to share content, interact with each other and develop communities around similar interests. Some examples of social networking applications are Facebook, Blogger, Twitter, LinkedIn, Flickr, and numerous other similar sites.

The above Social Networking Policy has been provided by ChiroSecure

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