

Social Media Policy

Facility Name:	Subject: Social Media; Social Networking	
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Purpose

In order to comply with HIPAA regulations and privacy rights, this facility strives to protect the privacy of patients/residents, families, employees, physicians and all company contacts. This policy provides guidance regarding employees' responsibilities pertaining to the posting of work-related information on social networking websites, such as Facebook, Twitter, YouTube, personal blogs and all other online media.

Social networking is widespread and the facility recognizes that employees may participate on a regular basis. This facility strives to instruct its employees to use discretion and avoid posting anything on the internet that could be damaging to the company, the facility, employees, customers, partners and affiliates, and others (including competitors). All company-related posts, photos and videos, must have prior written approval from management prior to posting.

Policy

It is the policy of this facility to prohibit posting information regarding co-workers, management, patients/residents, families, physicians, vendors, competitors and referral sources:

- Accessing Social Network: Personal blogging or logging onto any social network are not business-related activities and are strictly prohibited during work hours.
- Blogs hosted by employees, or blogs in which employees participate are considered a public space. All postings by employees must be professional, in good taste and respectful to the company, the facility, employees, customers, partners, referral sources, competitors, physicians and affiliates.
- The company recognizes the individual's rights to actively participate in social networking activities. The company reserves the right to protect itself from slander, defamation, privacy violations, unfavorable comments and embarrassment. Employees are considered to be representatives of the facility's reputation in all circumstances. Personal postings depicting employees in sexual, illegal, drug induced or alcohol induced activities may damage the good faith patients/residents and families place in the professionalism of staff in the facility. Such postings may result in immediate discipline up to and including suspension or termination.
- Company-sponsored blogging must be authorized in writing by supervisors, the administrator or the director of marketing, prior to posting.
- Posting any company-related or facility-related photographs or videos is strictly prohibited without prior written approval of supervisors, administration or the director of marketing, as appropriate.

- Disclosing information about or photographs of patients, residents or their families is strictly prohibited. Photos of patients/residents, family members, co-workers, physicians, vendors, managers or competitors without identification are strictly prohibited. This applies to deceased patients/residents - and to posts on secure areas of social media profiles, accounts or blogs.

Responsibility of Employees

It is the responsibility of all employees to represent the dignity of patients/residents, their families and the facility in a professional manner. Employees are prohibited from disclosing any patient/resident information, including photographs, videos or potentially identifiable scenarios regarding patients/residents. No detail shall be shared in any format whether in person or electronically in adherence to HIPAA regulations. This includes information regarding deceased patients/residents, their families, and other care providers and other facilities that have treated or cared for a patient/resident. To do so will result in immediate discipline up to and including suspension or termination.

Employees will be in-serviced on this policy and provide the signed verification of education form. The original, signed and dated document will be kept in the employee's HR file.

If you have any questions about this policy or any matter related to social networking not addressed herein, please direct them to your supervisor, the administrator or the director of marketing, as appropriate.

SOCIAL NETWORKING POLICY ACKNOWLEDGEMENT

I have read the Social Networking Policy and Procedure indicated by facility management. I agree to adhere to the restrictions of the Social Networking Policy and agree not to post any information, photographs or videos regarding patients, families, co-workers, management, referral sources, physicians, vendors, competitors and any individual or business that is part of the facility's practice. I agree this information pertains to current patients, former patients and deceased patients.

I have been informed of Federal HIPAA regulations and agree to adhere to those guidelines in person and on social networking sites.

I understand violation of this policy will result in immediate discipline up to and including termination.

Print Name

Signature

Date