

SUBJECT: SOCIAL MEDIA	REFERENCE 3.03.017
DEPARTMENT: HUMAN RESOURCES RESPONSIBILITIES	PAGE: 1 OF: 2
APPROVED BY:	EFFECTIVE: July 1, 2014
	REVISED:

PURPOSE:

To establish the policy guidelines for interaction about Hospice on the internet.

POLICY:

Social Media networks, such as FaceBook, MySpace, LinkedIn, YouTube, Twitter and others, provide useful interaction when used properly. Social media also includes blogs, online networks, and any other internet-based tools for sharing and discussing information. Any employee use of Social Media sites is acceptance of this policy and has the same effect as if you had actually physically signed an agreement.

PROCEDURE:

1. When employees are hired, there is an implied duty of loyalty to the company. For example, you must not share confidential information Hospice of Garrett County and you must maintain patient privacy. Integrity is our most important commodity. Avoid writing or posting anything that would embarrass the company or another employee, or compromise your ability to perform your duties.
2. If you identify yourself as a Hospice of Garrett County employee, or identify any affiliation with the company, use good judgment and be accurate and honest with your communications. Errors, omissions, or unprofessional language or behavior reflect poorly on Hospice of Garrett County. Your online presence reflects that of the company. Be aware that your actions captured via images, videos, posts, can erroneously reflect that of the company.
3. Social Media sites are not to be accessed while on duty at Hospice of Garrett County. You are responsible and legally liable for what you post, even from home.
4. Assume that your professional life and your personal life will merge online regardless of your care in separating them. You must be respectful to all fellow employees, vendors, and all others affiliated with the company.
5. Assume that everything you write, exchange, or receive on a social media site is public, regardless of the privacy tools that you have placed on your accounts.
6. By posting any content on any Social Media site, you grant Hospice of Garrett County the irrevocable right to reproduce, distribute, publish and edit any posting.

HOSPICE OF GARRETT COUNTY, INC.

SUBJECT: SOCIAL MEDIA	REFERENCE 3.03.017
DEPARTMENT: HUMAN RESOURCES RESPONSIBILITIES	PAGE: 2 OF: 2
APPROVED BY:	EFFECTIVE: July 1,2014 REVISED:

7. Employees can be appropriately disciplined and/or sued by the company for commentary, content, videos, or images that are defamatory, pornographic, proprietary, harassing, libelous, or can create a hostile work environment.

8. Violation of Social Media Policy may result in disciplinary action up to and including termination.

FORMS:

None Required