



<b>TITLE:</b> Social Media Policy	<b>ORIGINAL EFFECTIVE DATE:</b> September 1, 2018	
	<b>REVISION DATE:</b> 07/17/2018	<b>1: 1</b>

Printed copies are for reference only. Please refer to the electronic copy for the latest version.

**(This policy rescinds any previous publication covering the same material)**

- I. **Policy:** Social Media Policy
  
- II. **Purpose:** The purpose of this document is to provide guidance for the use of social media by Aultman Health Foundation employees, students, and affiliates. Social media includes Aultman-owned and personal blogs and other websites, Facebook, Instagram, LinkedIn, Twitter, YouTube, and others, as well as Aultman intranet sites.
  
- III. **Definitions:** None
  
- IV. **Procedure:**
  - A. **Employee Use of Aultman-Owned Social Media Properties.** Individuals are invited to visit and interact with Aultman Health Foundation’s social media profiles in connection with their employment and for personal use, as appropriate. However, we ask that all employees exercise good judgment when using Aultman-owned digital media or other online resources, and ensure usage does not inhibit productivity and/or job performance.

Employees, volunteers, and students are encouraged to follow and engage with Aultman Health Foundation’s social media profiles. However, if you identify your affiliation with Aultman Health Foundation, your social media activities should be consistent with Aultman’s high standards of conduct and related

policies and procedures as noted below. When using Aultman’s hosted social media profiles, parties affiliated with the hospital must adhere to the following guidelines:

1. **Be Cognizant of Patient Privacy.** Employees, volunteers, students, and other individuals may not use or disclose patient identifiable information of any kind, including images or names, on social media without the express written authorization of the patient in question. Additionally, online activities regarding patients that may compromise the individual’s personal dignity or call into question the confidentiality of the services provided at Aultman facilities are prohibited.
  - a. Aultman Health Foundation strongly discourages “friending” patients on social media profiles. Staff in patient care roles should not initiate or accept friend requests except in unusual circumstances where an in-person friendship came before a treatment relationship.
2. **Be Respectful.** Individuals may not post any material that could interfere with work functions, including, but not limited to, material that is obscene, defamatory, profane, libelous, threatening, discriminatory, harassing, retaliatory, abusive, or hateful.
3. **Refrain from Giving Any Personal Medical Advice.** At times, individuals may use Aultman Health Foundation’s hosted social media sites to ask medical questions, or to seek advice to make healthy lifestyle choices. Network physicians may share definitive medical information or commentary, but their replies should always include a disclaimer that instructs and encourages users to consult their physician for personal medical advice or treatment options.

4. **Refrain from Posting Any Content to Aultman’s Profiles that Contains Any Product or Service Endorsements.** Aultman Health Foundation does not endorse any political candidates, people, products, services, or organizations. Official Aultman Health Foundation accounts should not be used to provide such endorsements.

**B. Employee Use of Personally-Owned Social Media Accounts.** This section applies to any employee, volunteer, or student’s personal social media activities that may reflect upon the Aultman Health Foundation and cause risk for the organization. The list below applies to all individuals and exists to reduce the likelihood that personal social media use should have an adverse effect on individual employees, the Aultman Health Foundation, our patients, or our organization’s mission. Be professional, use good judgment, and be accurate and honest in your communications.

1. Unless approved by Aultman’s Corporate Communications department, your social media name, handle, and URL should not include any Aultman Health Foundation logos, trademarks, or graphics to create the appearance that they are speaking on behalf of Aultman.
2. Individuals should refrain from participating in social networking activities during work time, unless required by their position.
3. Employees, volunteers, students, and other individuals are responsible for any publicly viewable, intentionally false statements that damage the hospital or the hospital’s reputation.
4. Some topics may present business risk to the organization and should not be discussed on social media, even when individuals express their own opinions and provide a disclaimer. A few examples (but not a complete list) can be found below:

- a. Speculation about future business plans, unannounced strategies, or potential acquisitions.
- b. Non-public information about future Aultman Health Foundation initiatives.
- c. Employees or other individuals may not make announcements about Aultman Health Foundation news that has not already been made public.
- d. Any material pertaining to Aultman Health Foundation or its initiatives that is deemed to be obscene, defamatory, profane, libelous, threatening, discriminatory, harassing, retaliatory, abusive, or hateful.

C. **Company Use of Social Media.** The purpose of our hospital-owned social media profiles is to provide an outlet for communication with our patients, the surrounding community, and our employees. Our social media profiles are meant to create an informative, positive digital environment that encourages feedback and maintains a flow of communication.

All content created and distributed through our social media channels (including blogs, Aultman-owned websites, Facebook, Instagram, LinkedIn, Twitter, YouTube, and other platforms) is subject to review and approval by the Aultman Corporate Communications team. Content will be reviewed to ensure that it adheres to the following guidelines:

1. Public content must be aligned with Aultman's brand strategy, personality, and tone.
2. Content should further the Aultman mission and vision, and support applicable digital media objectives.

3. Content must not be obscene, defamatory, profane, libelous, threatening, discriminatory, harassing, retaliatory, abusive, or hateful.
4. No identifying patient information may be disclosed (inadvertently or otherwise) in any content posted or hosted on an Aultman-owned media channel.

Any content posted on an Aultman-owned social media channel that is in violation of the above may be removed (not edited).

#### **D. Communication.**

1. Patients, family members, employees, and others are encouraged to reach out and interact with the content on Aultman-owned digital media properties. An approved Aultman representative will respond to all comments within a 24-hour window, acknowledging interactions in a generous and personable manner to support the approachable and responsive nature of the Aultman brand. Aultman Corporate Communications will:
  - a. Check all digital media accounts daily to ensure that all urgent matters are assessed and responded to accordingly.
  - b. Respond with a short, empathetic, and relevant message.
  - c. Avoid providing excuses. Be straightforward and explain our plan to remedy the situation.
  - d. Provide relevant contact information for the Aultman employee or representative who can provide assistance for an issue that will require additional time and support.

e. Thank all users for sharing their feedback.

2. **Negative Comments.** While Aultman does not discriminate against views or opinions posted to our social networking accounts, we reserve the right to remove any comment that does not adhere to the standards listed below. A comment cannot, and will not, be edited or modified to remove unacceptable content. Instead, the entire comment will simply be deleted if the comment contains:

- a. Abusive, vulgar, obscene, racist, threatening, or harassing comments.
- b. Libel, slander, or personal attacks of any kind, including the use of offensive terms that target specific individuals or groups.
- c. Spam, including content that promotes products or services, or contains gratuitous links.
- d. Unsupported accusations.
- e. Comments that suggest or encourage illegal, dangerous, or destructive activity.
- f. Duplicate posts.
- g. Political campaigning or lobbying.

If any offended party or upset user is unreceptive to Aultman's attempts to make the situation right, is blatantly hostile, and is only active on the page to start arguments, Aultman reserves the right to ban them from any Aultman-owned digital property.

If you have any questions about appropriate use of Aultman Health Foundation's digital media properties, please contact the Aultman Corporate Communications team.

**Source:** N/A

**Related References:** N/A