



## Social Media Policy

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DEPARTMENT: HUMAN RESOURCES	EFFECTIVE DATE: 03/11/2020
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### **Purpose:**

We encourage appropriate use of social networking sites by Southeast Health System employees, providers, volunteers, vendors and students rotating at Southeast Health sites. This policy establishes guidelines for participating in social media.

### **Policy Statement:**

1. Follow all applicable Southeast Health policies when using social media. For example, you must not share confidential or proprietary information about Southeast Health, and you must maintain patient and student privacy. Among the policies most pertinent to this discussion are those concerning patient and student confidentiality, compliance, political activity, computer, e-mail and internet use, photography and video, and release of patient and student information to media.
2. Ensure that your social media activity does not interfere with your work commitments.
3. Unless approved by the marketing department your social media name, handle and URL should not include a Southeast Health's entity's name or logo.
4. Violation of this policy will result in the employee being subject to counseling and disciplinary action up to and including termination.

### **Procedures:**

- If you communicate in social forums about Southeast Health or Southeast Health System related matters, you must disclose your connection with Southeast Health entity and your role.
- Write in the first person. Where your connection to Southeast Health is apparent, make it clear that you are speaking for yourself and not on behalf of Southeast Health. In those circumstances, you should include this disclaimer: "The views expressed on this [blog; website] are my own and do not reflect the views of Southeast Health. Consider adding this language in an "About me" section of your blog or social media profile.
- If you identify your affiliation to Southeast Health, your social media activities should be consistent with the code of conduct.
- Be professional, use good judgment and be accurate and honest in your communications; errors, omissions or unprofessional language or behavior reflect poorly on the organization, and may result in liability for you or Southeast Health. Be respectful and professional to fellow employees, business partners, competitors, students and patients.



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- Southeast Health strongly discourages “friending” of patients on social media websites. Those serving in patient care roles generally should not initiate or accept friend requests except in unusual circumstances such as the situation where an in-person friendship predate the treatment relationship.
- Southeast Health discourages staff in management/supervisory roles from initiating “friend” requests with employees or students they supervise. Managers/supervisors may accept friend requests if initiated by the employee or student, and if the manager/supervisor does not believe it will negatively impact the work relationship.

If you have any questions about what is appropriate to include in your social media profile(s), contact the Southeast Health or ACOM marketing departments.

### **Scope:**

The policy is applicable to all Southeast Health System entities including but not limited to the Medical Center, Medical Group, Foundation, Statera Network and the Alabama College of Osteopathic Medicine (ACOM).

Note: ACOM students are excluded from this policy unless they are rotating at a Southeast Health location. ACOM students should refer to ACOM Student Social Media Policy for guidance.

### **Definitions and Keywords:**

Social Media: includes personal blogs and other websites, including social networking platforms like Facebook, LinkedIn, Twitter, YouTube, Instagram, Snapchat or others. These guidelines apply whether individuals are posting to their own sites or commenting on other sites.

### **Related Policies:**

Branded Social Media Pages – Southeast Health  
ACOM Student Social Media Policy