

RHEA MEDICAL CENTER POLICY / PROCEDURE		Policy #: HRD.047 Date Issued: 12/29/15 Related Departments: All	Reviewed	Revised 10/22/19
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POLICY:

At Rhea Medical Center we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions at work and about work, we have established the following guidelines regarding appropriate use of social media. This policy applies to all who work for Rhea Medical Center.

GUIDELINES:

Social media includes all means of communicating or posting information or content of any sort on the Internet, including but not limited to your own or someone else's blog, journal, personal web site, social networking site, web bulletin board or a chat room, whether or not associated or affiliated with Rhea Medical Center, as well as any other form of electronic communication through which users create online communities to share information, ideas, personal messages and other content. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Risks would include, among other things, inappropriate or unlawful commentary and the unintended or unauthorized disclosure of the Rhea Medical Center's trade secrets or private information about individuals. Rewards may include informing or entertaining others with the content of the posts. Keep in mind that any of your conduct or postings that adversely affects your job performance, the performance of fellow associates or otherwise adversely affects patients, customers, suppliers, people who work on behalf of, or have a relationship with Rhea Medical Center, Rhea Medical Center itself, or our legitimate business interests may result in corrective action up to and including termination.

Know and follow the rules

Carefully read these guidelines and ensure your postings are consistent with these policies. Inappropriate postings that may include HIPAA protected information, discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to corrective action up to and including termination.

Be respectful

Always be fair and courteous to fellow employees, customers, patients, suppliers and people who work on behalf of Rhea Medical Center. It is important to keep in mind that you are more likely to resolve work related complaints by speaking directly with your co-workers or by utilizing our open door policy than by posting complaints to a social media outlet.

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about Rhea Medical Center, fellow employees, customers, patients, suppliers, or people working on behalf of Rhea Medical Center or competitors.

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Mandatory Policy:

- Maintain the confidentiality of Rhea Medical Center’s trade secrets and other proprietary and confidential information. Trade secrets may include customer/client/patient lists, information regarding the development of systems, process, products, services, know-how and technology of Rhea Medical Center. In addition, maintain the privacy of all Rhea Medical Center patients. Do not disclose personal identifying information or medical information of other individuals without their explicit consent.
- Do not directly or indirectly associate Rhea Medical Center with racism, hate, violence, terrorism, treason or other such deplorable conduct that is entirely unacceptable to Rhea Medical Center and its values.
- Do not post internal reports or other internal business-related confidential or sensitive communications.
- Do not use statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, unduly threatening or intimidating (such as bullying), and which disparage or shed false light on persons and firms in business with Rhea Medical Center.
- Express only your personal opinions. Never represent yourself as a spokesperson for Rhea Medical Center or set up a website/page in the name of Rhea Medical. If Rhea Medical Center is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of Rhea Medical Center.

Using social media at work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related and authorized in writing by your manager. Do not use Rhea Medical Center email addresses to register on social networks, blogs or other online tools utilized for personal use.

All contents of Rhea Medical Center’s electronic resources are the property of Rhea Medical Center, and employees should have no expectation of privacy in any messages, social media posts, or other communications transmitted to, received or printed from, or stored on Rhea Medical Center’s electronic resources.

Retaliation is prohibited

Rhea Medical Center prohibits taking adverse action against any employee for reporting a possible violation from this policy or for cooperating in an investigation. Any manager, supervisor, employee, or person with hiring and firing authority who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

For more information

If you have questions or need further guidance, please contact your supervisor or Director of Human Resources.