

Regulation(s): | None  
L-Tag(s): | None

**POLICY:** Hospice employees are encouraged to participate in social networks for the purpose of learning, collaboration and building relationships.

**DEFINITION: *Social Media*** - Any tool or service that uses the Internet to facilitate conversations and share information and resources. Includes but is not limited to Facebook, LinkedIn, Twitter, YouTube, blogs, on-line discussion forums, list-servs, and Wikis.

#### **PROCEDURE:**

1. All participation in social media, whether personal or professional, must protect the confidentiality of the hospice's patients. Under no circumstances may protected health information (anything that could potentially identify a patient) be used or disclosed in any manner or in any form, this includes any images or photos that could include patients or their information.
2. Unless specifically authorized to speak on behalf of the hospice, employee participation in social networking activities consists of personal interactions for which the employee is solely responsible. At no time should employees engage in social networking conversations representing the company.
3. Unless specifically authorized to represent the hospice, employees who identify themselves as working for Lifesong Hospice and Palliative Care, must include a disclaimer that their views and opinions are not intended to represent the views and opinions of their employer.
4. To avoid potential copyright or confidentiality issues, employees must obtain permission before uploading or sharing any proprietary hospice materials (for example, with professional list serves). This includes, but is not limited to: forms, templates, policies and procedures, newsletters, strategic plans, marketing materials, handbooks, or manuals.
5. Lifesong Hospice and Palliative Care expects that its employees who use social media personally or professionally would not participate in a manner that would offend, embarrass, surprise or harm the reputation of the hospice, the hospice's patients, other employees, vendors, partners, affiliates and competitors. This activity includes the posting of inappropriate conduct, dress or politics.

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