

<p><b><u>POLICY &amp; PROCEDURE</u></b></p> <p><b>SUBJECT: Social Media (PR) *IHN*</b></p> <p><b>DEPT: ADMINISTRATION, PUBLIC RELATIONS</b></p>	<p><b>Page 1 of 3</b></p> <p><b>EFFECTIVE Date: 08/17/2020</b></p> <p><b>REVIEW Date: 08/24/2020</b></p>
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**I. Purpose:**

The purpose of this policy is to provide Inspira Health employees with guidelines for participation in social media, including engaging with Inspira Health’s official channels, and non-Inspira Health social media in which the employee’s affiliation is known, identified, or presumed.

This Social Media Policy focuses on avoiding the unique pitfalls online communications holds for professionals without unnecessarily restricting the ability of individual employees to be creative in taking advantage of technology.

**II. Policy**

This policy lists guidelines for employee’s personal use of social media, including, but not limited to:

- Networking sites (i.e. Facebook, Instagram, LinkedIn, etc.)
- Blogs, wikis, online forums and review sites (i.e. Twitter, Reddit, Wikipedia, Yelp, etc.)
- Photo and video sharing sites (i.e. Flickr, YouTube, TikTok, etc.)
- Public and private (direct) messaging on all platforms

When using social media, be aware that existing Inspira policies still apply, especially those pertaining to patient privacy, electronic communications, confidential information, personal devices, media policy, and the Code of Conduct.

Inspira’s Marketing and Public Relations department must approve all official Inspira Health social media accounts, groups, and statements before projects may commence.

**III. Guidelines:**

You are personally responsible for all your posts and online activities that can be traced in any way to Inspira. Do not use your work email address or any Inspira assets for engaging in personal social networking activity. Be mindful that your comments have the potential to impact Inspira’s image and relationships with patients and other employees, medical staff, vendors, and external parties.

**IV. What You Share**

When you participate in social media, be careful about the information you provide and distinguish personal from professional. Remember that online posts exist forever – even on platforms that limit visibility, the content remains on their servers and could be resurfaced at any time.

- Be respectful and professional in your word usage and tone of posts/responses. A good rule of thumb is to post only something you would want your manager (or future manager) to see.
- Be conscious of confidentiality and share only publicly available information. Do not post any confidential information obtained due to your role, internal documents, information about our patients or other employees. When in doubt, share news from our official pages - Inspira carefully cultivates content for public dissemination and ensures it is accurate and free of errors.



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- HIPAA still applies. You may not use or disclose any patient identifiable, Protected Health Information (PHI) of any kind without the express written permission of the patient. Even if an individual is not identified by name within the information you use or disclose, if there is any conceivable basis to believe that the person could still be identified from that information, then its use or disclosure could constitute a violation of the Health Insurance Portability and Accountability Act (HIPAA) and Inspira policy. Give special attention to the background of photos/videos taken on Inspira property to ensure they do not contain any PHI, including patients in the distance, overheard voices, computer screens, charts, scans, etc.
- Be truthful and be accurate in all communications. Errors, omissions or unprofessional language or behavior reflects poorly on Inspira Health. Do not publish false reviews about Inspira (positive or negative).
- Share insight in your area of expertise. Do not share clinical advice beyond your scope of practice or share photos/video using clinical equipment in an inappropriate way.
- Use good judgement. If you're considering posting something but have doubts, it's best not to post it.

**V. How You Identify Inspira**

As an Inspira employee, you are the face of the organization when you're interacting with patients and our community while at work. Social media can expand on that perception and it is possible that your views may be interpreted as those of the organization.

- If you identify Inspira as your employer, also accurately identify your position and title.
- If you reference Inspira when using social media, you must make it clear that any posts represent your opinions and not those of the Company.
- Write in the first person (i.e. "In my opinion" or "I am not aware").
- Use additional consideration for the content you're posting if you're wearing the Inspira brand (t-shirt, lanyard, etc.). For security purposes, do not share photos or video showing your employee badge.

**VI. General**

- It is discouraged for staff and their manager/supervisor to be connected on personal social media accounts as the information shared may have a negative impact on the work environment. One exception is if the account is specifically for professional networking, i.e. LinkedIn.
- Use your personal email address (not your ihn.org address) and personal devices. Inspira employee email addresses and Inspira issued devices are only for work-related communication.



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- Employees are encouraged to share work-related concerns with their manager, Human Resources, or on Inspira Talk before disclosing complaints in social media. This gives Inspira an opportunity to address and provide a solution to the issue.
- Ensure that your social networking activity does not interfere with your work or workplace. Check with your manager if you have questions.
- Nothing in this policy is intended to preclude or dissuade employees from engaging in legally protected activity, including activity protected by the National Labor Relations Act (NLRA), such as discussing terms and conditions of employment or engaging in concerted protected activity. In all cases, employees must adhere to Inspira's HIPAA policies and applicable law.

## **VII. Violation**

Violation of this policy may result in disciplinary action up to and including termination of employment. Inspira prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another 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.

If you have a question or a concern about this policy or content you have seen on social media, please contact the Office of Compliance at 856-507-7857 or email [compliance@ihn.org](mailto:compliance@ihn.org).

For general questions or suggestions for Inspira's official social media accounts, please contact the Marketing and Public Relations Department at [socialmedia@ihn.org](mailto:socialmedia@ihn.org).

## **REFERENCES**

- a. Telephone/Cell Phone Usage HR.83
- b. Inspira Code of Conduct
- c. Media Access Policy