

Home Health Foundation, Inc.

SUBJECT: SOCIAL MEDIA

PURPOSE: As a healthcare provider, Home Health Foundation, Inc. is required to protect patient information under federal and state privacy laws.

POLICY

This Policy is intended to provide employees with guidelines for appropriate use of social media. Although this Policy cannot address every instance of inappropriate social media use, it is intended to offer guidelines to employees, thereby helping employees to avoid potentially costly missteps online.

These guidelines are not meant to discourage employees from using social media, nor are they meant to interfere with any rights protected by federal and state law. Nothing in this policy is meant to interfere with employees' rights to engage in protected concerted activity under the National Labor Relations Act.

Scope

Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with Home Health Foundation, Inc., as well as any other form of electronic communication.

Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow associates or otherwise adversely affects members, customers, suppliers, people who work on behalf of Home Health Foundation, Inc. or Home Health Foundation, Inc. legitimate business interests may result in disciplinary action up to and including termination.

Be Honest

Make sure you are always honest 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 Home Health Foundation, Inc., fellow associates, members, customers, suppliers, people working on behalf of Home Health Foundation, Inc. or competitors.

Also, 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. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, and threatening or intimidating, that might constitute harassment or bullying, or that disparage customers or our products and services.

Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

Application of Other Policies

Employees need to know and adhere to the Home Health Foundation, Inc. Policy Prohibiting Harassment and Discrimination, Policy against Workplace Violence, and other company policies when using social media, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Employees shall not use personal devices (including but not limited to digital cameras, storage media or cellular phones) to photograph patients for any reasons.

Respect the Privacy of Others and Comply with HIPAA and State Privacy Laws

- Never share patient information, including pictures of patients and information that references or relates to patients. Sharing patient information, even information that you think does not identify the patient, could be a violation of federal or state privacy laws and Company policies and procedures.
- Maintain the confidentiality of patients, co-workers, and others. You must at all times comply with Company's policies pertaining to confidentiality of patient information.

Prohibited Conduct

In addition to refraining from posting content that conflicts with Home Health Foundation, Inc. other company policies, employees should post content in accordance with the following guidelines:

- Maintain the confidentiality of Home Health Foundation, Inc. trade secrets and private or confidential information about Home Health Foundation, Inc. services. Trades secrets may include information regarding the development of systems, processes, products, know-how and technology.
- Respect financial disclosure laws.
- Do not create a link from your blog, website or other social networking site to a Home Health Foundation, Inc. website without identifying yourself as a Home Health Foundation, Inc. employee.
- Your social media activity must not include any Home Health Foundation, Inc. logos or trademarks, unless such use is approved by our External Relations Department.
- Express only your personal opinions. Never represent yourself as a spokesperson for Home Health Foundation, Inc. If Home Health Foundation, Inc. is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of Home Health Foundation, Inc. fellow associates, members, customers, suppliers or people working on behalf of Home Health Foundation, Inc. If you do publish a blog or post online related to the work you do or subjects associated with Home Health Foundation, Inc. make it clear that you are not speaking on behalf of Home Health Foundation, Inc. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Home Health Foundation, Inc."

Using Social Media at Work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager. Do not use Home Health Foundation, Inc. e-mail addresses to register on social networks, blogs or other online tools utilized for personal use.

Retaliation is Prohibited

Home Health Foundation, Inc. prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any associate who retaliates against another associate 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 any questions or need further guidance, please contact your manager or Human Resources.

Responsibility: Leadership, Human Resources

Distribution: Leadership

Nature of Change	N/A - New
Approved EMC	06/07/16
President/CEO Signature	_____ / ____ / ____ Date