

Good Samaritan Health & Wellness Center
Policies and Procedures

Subject: Social Media	Policy #: 4.10
Prepared by:	Revision #:
Approved by: Board of Directors	Effective Date: 9/02/2015

4.10 Social Media Policy

Good Samaritan Health & Wellness Center (“Good Samaritan”) believes that social media such as Facebook, Twitter, MySpace, LinkedIn, blogs, bulletin boards, networks or similar sites (“Social Media Sites”) can promote better communication with Good Samaritan’s volunteers, patients, the general public and the media. However, since such communications are open to the public and subject to differing interpretations, all Good Samaritan employees and volunteers (collectively, “You”) should adhere to the following legal and common sense guidelines when discussing Good Samaritan or Good Samaritan-related matters on Social Media Sites.

1. You should not use pseudonyms or false names and should use your real name on Social Media Sites.
2. You may not post any content on Social Media Sites that includes personal health information including, without limitation, patient images, patient names, and diagnoses. Even if an individual is not identified by name within the information you wish to use or disclose, if there is a reasonable basis to believe the person could still be identified from that information, then its use or disclosure could constitute a violation of HIPPA, this Social Media Policy and other Good Samaritan policies.
3. You agree that you will not violate any local, state, federal and international laws and regulations, including but not limited to copyright and intellectual property rights laws, regarding any content you post on or receive through Social Media Sites.
4. You agree not to post on Social Media Sites any material that is unlawful, obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person.
5. You agree not to use Social Media Sites to engage in any unsolicited or unauthorized advertising, promotions, “junk mail,” “spam,” “chain letter,” or “pyramid scheme” solicitations.
6. You agree not to transmit any material on Social Media Sites that contains software

viruses, worms, disabling code.

7. If you do communicate on Social Media Sites about Good Samaritan or Good Samaritan-related matters, disclose your connection and role with Good Samaritan.

If You publish content on Social Media Sites relevant to Good Samaritan in your personal capacity, please use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent Good Samaritan's positions, strategies or opinions."