**RIDGEVIEW INSTITUTE SMYRNA**

**POLICY AND PROCEDURE MANUAL**

**TITLE: SOCIAL MEDIA**   **REVISED:**

**EFFECTIVE DATE:** 2/18 **REVIEWED: 2/2020**

**PURPOSE**

To provide guidelines outlining how Ridgeview Institute supports institutional communication goals through social media platforms as directed by US Healthvest, LLC or the ‘Corporation.’

1. **POLICY**

The Corporation offers support of institutional communication goals, as well as provides social computing guidelines for Ridgeview staff engaging in online discourse and identifying themselves with Ridgeview Institute or discussing Ridgeview.

This policy is intended for internet activities that associate or identify a Ridgeview staff member with Ridgeview Institute, use Ridgeview email addresses, or discuss Ridgeview Institute. In keeping with policy, Ridgeview email addresses should not be used in conjunction with unofficial or personal social media accounts and profiles. This policy is not intended to guide online communications when employees do not associate or identify themselves with Ridgeview Institute or discuss Ridgeview.

1. **DEFINITIONS**

Content Owners, for the purpose of this policy, are those assigned the responsibility of maintaining, monitoring, and moderating a Ridgeview social media platform. Official communications refer to those done in Ridgeview’s name, (e.g., Ridgeview Institute’s Facebook page).

1. Content Owner – Vice President responsible for monitoring, maintaining, and overseeing moderation of web content as assigned by the Corporation’s CEO.
2. Moderator – Assigned by Content Owner or by the Corporation CEO as the individual for moderating comments and postings by internal and external users, including deleting comments and postings that do not meet the criteria set forth in this policy.
3. Social Media Platforms – Technology tools and online spaces for integrating and sharing user-generated content in order to engage constituencies in conversations and allow them to participate in content and community creation. Examples are Facebook, Twitter, LinkedIn, and YouTube.

**IV. SPECIFIC INFORMATION**

A. Official Institutional Social Media Communications:

1. Because of the evolving nature of social media platforms, these guidelines do not attempt to name every current and emerging platform. Rather, they apply to those cited and any other online platform available and emerging, including social networking sites and sites with user-generated content. Examples include, but are not limited to the following:

Google

Yelp

Facebook

Twitter

LinkedIn

Social media content that is hosted internally and protected by Ridgeview ID/Password

2. Institutional representation via online social media platforms can only be initiated and authorized through efforts of the corporate business development department. Any sites or pages existing without prior authorization as required above are subject to review when discovered and may be amended or removed.

3. Content Owners, as named by the Corporation’s CEO, are responsible for posting and using content and maintaining compliance with Ridgeview Policies and Procedures, HIPAA (Health Insurance Portability and Accountability Act) and policies related to Conflict of Interest, Privacy, Security, Safety and Human Resources. Content Owners are also required to keep abreast of changes in policies or functionality of the social media platforms in use and maintain compliance with terms of service.

4. Content Owners are responsible for monitoring, maintaining and moderating web content as follows:

a. Content is current and accurate.

b. Content Owners engage in communications that are acceptable in the Ridgeview workplace and respect copyrights and disclosures. Proprietary financial, intellectual property, patient care or similar sensitive or private content may not be revealed.

c. Content Owners are responsible for gaining the expressed consent of all involved parties for the right to distribution or publication of recordings, photos, images, video, text, slideshow presentations, artwork, and advertisements whether those rights are purchased or obtained without compensation.

d. Content Owners are responsible for consistently monitoring postings and comments to social media sites, and for deleting postings that do not adhere to our policies.

5. Content Owners and/or Moderators sign the Participation Guidelines Form, Attachment A of the policy. This form is renewable annually and is monitored by the Vice President responsible for social media and presented to the Corporation CEO for approval.

B. Guidelines for Online Professional or Personal Activity:

Online social media allows staff to engage in professional and personal conversations. These guidelines apply to staff who identify themselves with Ridgeview Institute in social media venues such as professional society blogs, LinkedIn, and/or Facebook, for deliberate professional engagement or casual conversation or discuss Ridgeview.

1. Follow the same Ridgeview Policies and Procedures, HIPAA, Conflict of Interest policy, Privacy and general civil behavior guidelines cited above including respecting copyrights and disclosures, and not revealing proprietary financial, intellectual property, patient care, or similar sensitive or private content.

2. If Ridgeview staff identify themselves as a member of Ridgeview staff in any online forum, staff make it clear that they are not speaking for Ridgeview, and what they say is representative of their individual personal views and opinions and not necessarily the views and opinions of Ridgeview.

3. Ridgeview staff are thoughtful about how they present themselves as a Ridgeview staff member in online networks. By virtue of identifying oneself as a part of Ridgeview in such a network, staff connect themselves to, and reflect upon, Ridgeview colleagues, managers, and even Ridgeview patients and families.

4. Remember that all content contributed on all platforms becomes immediately searchable and can be immediately shared. This content immediately leaves the contributing individual ‘staff members’ control forever.

5. If someone or some group offers to pay staff for participating in an online forum in their Ridgeview role, offers advertising for pay and/or for endorsement, this could constitute conflict of interest, and Ridgeview policies and guidelines apply.

6. If someone from the media or press contacts faculty or staff about posts made in online forums that relate to Ridgeview in any way, staff alert their manager/leadership and contact the CEO before responding. Ridgeview staff are not permitted to speak to members of media or press.

7. If a patient or family member posts complaints about service or other issues, review and follow the *SOP for Online Reviews*. Content Owners as assigned by the Corporation CEO or Moderators assigned by the Content Owners or by the Corporation CEO are the only staff permitted to respond to posts made by patients or patient’s family members.

8. Job postings follow Ridgeview’s Human Resources (HR) established policies and procedures. Social Media may not be used in place of HR processes.

9. The Vice President responsible for social media as assigned by the Corporation CEO provide official Ridgeview related information that may be appended to official Ridgeview social media sites.

**Participation Guidelines**

Thank you for participating with Ridgeview Institutes in social networking communities.

We ask that you treat others with respect, even if disagreements occur.

Ridgeview Institute reserves the right to delete postings, or block users, that it deems to be slanderous, unlawful, obscene, hateful, soliciting, threatening, abusive, harassing or an infringement of another’s rights, including but not limited to intellectual property, privacy, or publicity rights. Ridgeview Institute also may remove from discussion threads any comments that are off topic, repetitive or “spam.”

Remember that these are public forums and whatever information you share will be viewed by others and may be archived by various third parties. Consider this carefully before posting detailed personal information. Ridgeview Institute has no control over the policies and practices of third parties.

The information provided by Ridgeview Institute on these platforms is intended for educational purposes only. It is not intended as an endorsement or a substitute for professional medical advice, diagnosis, or treatment.

If you are an employee of Ridgeview Institute, all laws and Ridgeview Institute policies apply to your online activity. These include but are not limited to RI’s social media policy as well as HIPAA, compliance, conflict of interest, security, and safety. You are responsible for reading and following these policies. Consult your manager if you have questions about your social media activity.

By participating with Ridgeview Institute in social networking communities, you agree to indemnify Ridgeview Institute against any damages, losses, liabilities, judgments, costs, or expenses arising out of a claim by a third party relating to any posts, comments, likes, shares, or other social media activity you have undertaken.

By signing this online participation guideline, I am aware of the policies and procedures related to online participation as a RI employee.

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Staff Signature Date

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Staff Printed Name Date

RIS: Orient: Social Media Policy