

Social Networking



- Medical Center Hospital respects the right of employees to use internet-based communications such as social networking sites and personal websites and blogs as a medium of self-expression.



- However, there are numerous areas in which the use of such social network media may impact the work environment.

Social Network

Is a communication portal, usually Internet-based, which provides a variety of ways, such as e-mail, text messaging, and instant messaging, for users to interact with online communities or groups of people who share interests.



Social Networking Policies

- Do not use the internet or social networking tools for non-work related private business during work time on hospital equipment.
- The hospital reserves the right to monitor, block, restrict, suspend, terminate, delete, or discontinue access to any social networking sites on a hospital computer or other computers at anytime.



Private Social Media Site???



There is really no such thing as a private social media site.



Search engines can turn up posts years after the publication date.



Comments can be forwarded or copied.



Archival systems save information even if the post was deleted.



Think carefully about what is posted reflects a professional demeanor.



Posts can get circulated to families, patients, supervisors, instructors, and colleagues.



Never post names, trademarks, logos, or copyright protected material of the hospital without permission.



Never discuss any information in any forum which could be construed as personal health information (PHI) which is protected by HIPAA.

Professionalism

Remain respectful to the hospital mission and strive to preserve the hospital's professional reputation.

Hospital considers its workforce its biggest public relation and marketing asset in the community.

It is a violation of this policy to denigrate the quality of services at the hospital in any social networking forum.

The hospital strives to maintain a healthy, safe and production work environment which is free from discrimination or harassment based on race, color, religion, gender, national origin, disability, age, or other factors.

Do not post anything obscene, vulgar, defamatory, threatening, discriminatory, harassing, abusive, hateful, or embarrassing to a peer through social networking forums.