



Subject: Social Media Usage
Supersedes: All existing corporate and business unit policies on this subject
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Approved by: Human Resources Executive Team (HRET)

1.0 Philosophy/Purpose

The rise of internet sites such as Facebook, Twitter, YouTube, and blogs has empowered many to create and share content online quickly and easily. Henry Ford Health System recognizes that many employees may enjoy participating in these forums and that, in many instances; these sites are effective workplace tools.

However, when someone identifies their association with Henry Ford Health System and/or discusses their work, they are expected to conduct themselves in a manner that does not reflect poorly on the institution. These guidelines set forth the principles which HFHS employees are expected to follow when using the social media sites. HFHS Social Media Usage policy guidelines apply to company-authorized social networking and personal social networking. The Internet is constantly evolving which makes it impossible to cover all circumstances. However, the principles set out in this document should be followed.

2.0 Scope

This policy applies to all employees, volunteers, students, and contractors at all business units and corporate offices of Henry Ford Health System.

The policy and procedures enumerated below shall apply unless such policy or procedures are otherwise specified in a contract to which Henry Ford Health System, or a covered business unit, is a signatory. In such cases, the terms of the contract shall govern for employees covered by that contract, and such terms will take precedence over this policy.

3.0 Responsibility

The interpretation, administration and monitoring for compliance of this policy shall be the responsibility of Web Services, Media Relations, Human Resources, Information Technology, and operational leadership.

4.0 Policy

HFHS workforce member participation should not reflect negatively on, or undermine the reputation of the System.

Violations of this and related policies may lead to corrective action, up to and including termination and criminal prosecution. *See Corrective Action Program Policy 5.17.*

5.0 Definitions

Social Media - Reference to internet based sites and tools including but not limited to: blogs, Facebook, Twitter, LinkedIn, YouTube, wiki's, discussion forums, and podcasts.

Weblog/Blog - Websites featuring regularly updated content, usually presented in reverse chronological order and often including discussion opportunities via comment forms.

6.0 Practice and Procedures

HFHS believes in the importance of open exchange and learning between its customers and many constituents of our business and societal ecosystem. HFHS expects employees who engage in social networking to be mindful of their postings, even if done off premises and while off duty as it could have an adverse affect on HFHS legitimate business interests.

Users of sites have limited control over the information that is posted to various sites. Even though profiles or updates can be marked as private, the user has no control over what others might do with the information. With this in mind, all content posted to social media sites should be thought of as public information.

Social media sites are susceptible to scams, phishing schemes and identity theft. Messages can be posted that have links to malicious web sites that allow hackers access to usernames, passwords, and account information. Make sure that virus software is current and that interaction is limited to those who are trusted.

Participation should adhere to the following guidelines

- 6.1 If communicating on the internet about HFHS or HFHS related matters identify oneself as an HFHS employee and identify one's role. While you are not an official spokesperson, your status as an HFHS employee may still be relevant to the subject matter.
- 6.2 When signing up for accounts do not use a HFHS issued email address unless acting as an agent for HFHS as authorized by Web Services or Media Relations.
- 6.3 If the workforce member has identified their self as a HFHS employee speak in the first person and make it clear that postings reflect the individual's opinion and not that of HFHS.
- 6.4 HFHS has spent substantial time and resources building its reputation and good will. These are valuable and important corporate assets. Participation in social media should adhere to HFHS Code of Conduct and Team Member Standards of Excellence. If a workforce member's participation in social media sites would negatively impact the reputation, integrity, or brand of HFHS, the workforce

member should not participate. If you are uncertain, please consult your manager or the Human Resources department before posting.

- 6.5 Participation and postings should in no way be abusive towards colleagues. Employees who use these websites to disparage or spread inappropriate comments regarding other fellow employees can result in corrective action up to and including termination.
- 6.6 Be respectful. Employees may not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity. *See Harassment Policy 5.12.*
- 6.7 Employees should take responsibility for any material they post on the internet. Much of what is posted becomes archived and searchable and persists even in the event the employee may later delete the information.
- 6.8 With rapidly evolving personal interactive websites such as Facebook, Twitter, internet blogging, etc., your online activities should never interfere with your job duties and commitment to patients and/or customers. Employees who actively engage in personal business are reminded that use of such sites during business hours is not permitted. If your social networking activities interfere with your productivity and job duties, this can result in corrective action up to and including termination.
- 6.9 HFHS expects its workforce members to protect and not disclose any proprietary and confidential information as well as to abide by the terms of Confidentiality Agreements. No proprietary and confidential information should be posted. *See Confidentiality and Information Security Policy 5.18.*
- 6.10 For those posting medical information, it must be done so in accordance with system HIPAA policies. In addition only general medical information should be provided and a disclaimer such as “Any advice given is general medical information and not meant to replace evaluation and treatment by a healthcare provider.”
- 6.11 Workforce members should not respond to media or press contacts, online complaints, criticisms, or commentary about HFHS. If contacted or negative commentary is observed, information should be forwarded to HFHS Web Services Department at web@hfhs.org
- 6.12 Photographs and recordings (audio and video) of HFHS facilities, employees, and patients are prohibited without prior consent from Media Relations.
- 6.13 All requests for references and/or recommendations, even those that are received through social networking should be handled in accordance with HFHS existing policy governing Employment References. *See Employment References policy 4.14*

- 6.14 Departments or business units interested in creating a Social Media site must be done through the HFHS Web Services Department. All requests for a Social media presence for an HFHS business unit or department must be sent to web@hfhs.org in order to meet the guidelines of the Web Policy and adhere to the HFHS social media strategy.
- 6.15 HFHS policies for electronic communications also apply to social media usage. Participation should comply with all existing HFHS policies including but not limited to:
- Electronic and Voice Mail Policy (Human Resources 5.21)
 - HIPAA privacy and security policies
 - Web Policy (System Marketing and Web 3.0)
 - Logo Usage (System Marketing and Web 4.0)
 - Media Relations Policy (Human Resources 5.22)
 - Code of Conduct.

Attachments to HR Policy 5.29

None

See also: *Corrective Action Program Policy 5.17*
Confidentiality and Information Security Policy 5.18
Electronic and Voice Mail Policy 5.21
Patient Safety Policy 5.24
Media Relations Policy 5.22
Harassment Policy 5.12
Employment References policy 4.14