

SOCIAL MEDIA GUIDELINES

Use of Social Media at Crouse Health

The official corporate use of social media at Crouse Health, including all system entities, is overseen and authorized by the Communications Department. Understanding that the goal of social media is constituent engagement, uses include, but may not be limited to:

- *consumer health/wellness education*
- *distribution of pertinent hospital information/ updates*
- *emergency/crisis communications*
- *employee recruitment/retention*
- *service recovery*
- *physician relations*
- *community engagement/support/advocacy*
- *media relations*
- *marketing communications service line announcements*

Crouse Health views social media as a communications option in the overall marketing communications mix and uses various platforms as appropriate based on strategic goals and alignment with system mission, vision and values. Currently, the hospital maintains corporate social media sites on Facebook, Twitter, YouTube, Instagram and LinkedIn.

Content Generation/Authorization

All content intended for use on Crouse-sanctioned (“corporate”) social media sites will be authorized/ approved by the Communications Department prior to publication. As strategic needs are identified, other hospital departments may be provided with authorship responsibility, although all content will require final approval from Communications prior to publishing.

These social media guidelines apply to all Crouse Health team members (employees, volunteers, nursing school students, interns, contractors, medical staff and allied health professionals) who participate in any form of personal or business-related social networking. Presently, the Communications and Human Resources departments are the only departments authorized to use (post/edit) social media for corporate purposes.

Crouse Health understands that team members may maintain or contribute to social media sites (including Facebook, Twitter, personal blogs, message boards, YouTube, LinkedIn and other forms of social media) outside of their job function and may periodically post information about their job or Crouse Health activities.

Employee Expectations Regarding Use of Social Media

If a Crouse Health employee, physician, volunteer or student posts Crouse Health or job-related information, they are required to follow and abide by Crouse Health’s Social Media Policy and adhere to the following guidelines:

- Crouse Health team members should be aware of and comply with codes of conduct outlined in the

hospital's Employee Handbook and Crouse Values document.

- Team members may not under any circumstances disclose confidential patient information or proprietary Crouse Health information. ***Any disclosure of patient information/details or photographs – whether direct or indirect – will be subject to disciplinary action, up to and including termination.***
 - Crouse Health's intellectual property, such as logos, graphics and copyrights may not be used in any manner.
 - If a team member is engaging on external social media platforms personally, they may not use Crouse's name or Crouse-identifying attributes in their username or screen name, nor can they speak as a representative of Crouse Health.
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- Crouse hospital team members may not use social networking to harass, discriminate, or make disparaging or defamatory statements about the Hospital/Health System or its affiliates, employees, ownership, directors, officers, patients, guests, vendors/ contractors or other hospitals. Employees should be respectful of all these parties.
 - Team members should recognize that online communications/activity can impact their personal image/reputation and may be seen by others as a reflection of their character, judgment and values. Posting some types of information or photographs may jeopardize their reputation, and by extension, Crouse Health's reputation. It is important to note that information shared online in social media forums lasts forever on the Internet.
 - In short: **Use common sense!**

Use of Social Media Platforms on WorkTime Crouse Health recognizes that staff members have access to social media platforms via personal smartphones and other mobile devices. However, access via personal devices to social media sites by Crouse team members while at work is permitted *only* during breaks (i.e., lunchtime, during breaks) and not on work time. As with other issues dealing with staff productivity, team members are expected to comply with all HR policies and procedures related to workplace responsibilities, accountability and the social media guidelines outlined above. Failure to follow these policies and guidelines may result in disciplinary action and/or job termination.

Social Media Behavior

Crouse Health's values state that respect for team members and patients is a foundation of our culture. Members of the Crouse family are responsible for acting in a manner that is consistent with the organization's core values as well as its HIPAA and patient confidentiality policies. Violation of these policies, protocols and values may result in disciplinary action and/or job termination. Team members are expected to be courteous and thoughtful about how co-workers may be impacted by postings on social media sites. Inappropriate, threatening, harassing or poorly worded postings may damage employee and/or patient relationships, undermine Crouse Health's effort to encourage teamwork, violate established policy, or harm our organization, which may result in disciplinary action up to and including termination. Crouse workforce members are fully responsible for the material they post on personal blogs or other social media.

If you have any questions about acceptable use of social media as it relates to your affiliation with Crouse Health, please contact the Communications Department or Human Resources.

For more information, please refer to Crouse Hospital's Social Media policy.