

Capital Women's Care

PURPOSE:

Capital Women's Care recognizes that employees may have personal social media sites (such as a Twitter or Facebook account). Specific Capital Women's Care and personal health information should never be discussed or disclosed in any open, limited or restricted-use social media site. This policy addresses Capital Women's Care's philosophy and the general principles that employees should apply while using personal sites or visiting other's social networking sites.

Procedures for Employees:

1. If internet access is permissible, it should be regarded as a privilege and use must be carried out in a manner that is consistent with job responsibilities and Capital Women's Care policies addressing appropriate use of Information Technology resources. Employees using the internet must be for a specific work purposes during work hours. Access of any social network sites during work hours is prohibited, unless expressly permitted by Capital Women's Care during employees' break time.
- 2. Employees must never "post" confidential patient and Capital Women's Care information anywhere on the Internet. **Revealing confidential information in any way, through any means, violates HIPAA and PHI regulations and may result in termination of employment.** In some cases, where HIPAA and PHI regulations have been violated, criminal penalties may be brought against specific individual(s) who posted or were responsible for the release of such confidential information.
3. Employees using Capital Women's Care resources to access the internet should have no expectation of privacy. Capital Women's Care monitors resource usage and no system user should expect privacy with regards to Capital Women's Care systems and/or resources.
4. Capital Women's Care may provide access to the Internet to accomplish the business objectives of the Capital Women's Care. If employees are allowed to use Capital Women's Care resources to access the Internet, employees are not permitted to view, download, copy, or process discriminatory, harassing, obscene, malicious, defamatory or pornographic material.
5. If employees choose to be fans, followers, or posters to specific sites, employees must not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity when posting to Capital Women's Care sites.
6. Employees must not give medical advice or attempt to diagnose any medical condition via internet blogs, or through any social network sites, except where expressly permitted to so by the Capital Women's Care, such as when responding to secure email inquiries from patients.
7. Any social networking site hosted by Capital Women's Care that allows for the posting of content by users shall include the following disclaimer, and employees will be subject to same:

By posting content to this social networking site, you agree to the following terms and conditions:

- a. As a guest posting content to this social media site, you agree that you will not violate any laws or regulations; or transmit any material that is unlawful, disruptive, threatening, profane, abusive, harassing, embarrassing, defamatory, obscene, libelous, hateful, or racially, ethnically or otherwise objectionable.*
- b. Capital Women's Care reserves the right to monitor, restrict, block, suspend, terminate, delete or discontinue your access at any time, without notice and for any reason at its sole discretion.*
- c. By posting any content to this social networking site, you grant Capital Women's Care the irrevocable right to reproduce, distribute, publish, and/or display such content.*
- d. You shall defend, indemnify, and hold harmless Capital Women's Care and its affiliates, officers and directors, from any and all liability or damages of any nature whatsoever that may arise or result from your posting to this social networking site.*
- e. This policy may be updated at any time without notice.*

8. All Capital Women's Care related information and postings on the social media site will be handled and created by the designated representative of Capital Women's Care only. No other employee shall post content on these social media sites without specific authorization to do so by the designated representative.

9. Employees engaged in personal or professional social media and blog communications are discouraged from referencing Capital Women's Care -related content unless doing so is in a manner consistent with the organization's mission, values, and administrative policies and procedures.

10. If an employee has a personal blog or site that at all relates to or discusses health care or Capital Women's Care management issues, in an effort to avoid confusion on behalf of those readers with employee's personal opinions and those of Capital Women's Care, employee should include the following disclaimer on those sites: "This is a personal site, produced in my own time and solely reflecting my personal opinions. Statements on this site may not represent the views or policies of my employer, past or present, or any other organization with which I may be affiliated."

I have read and agree to abide by the terms of this policy:

Employee Name (print): _____
Signature: _____