


Montefiore

HUMAN RESOURCES POLICY AND PROCEDURE MANUAL	SUBJECT: Social Media Policy
APPROVED: DAVID BRODSKY 	POLICY NUMBER: VII-18
	PAGES: 1 of 3
	DATE ISSUED: 03/31/2010
	DATE OF REVIEWED/REVISED: 10/28/16

GENERAL POLICY:

Social media is a positive manner of communicating with current and prospective associates, physicians, patients and our partners in the healthcare community through new online channels.

Montefiore's Marketing Department is responsible for developing and managing all official Montefiore social networking sites, groups, fan pages or other tools representing the organization at large. Associates wanting to develop additional subgroups/sites representing specific staff or departments at Montefiore must notify and receive approval from the Marketing Department prior to development. Montefiore reserves the right to request such sites to link to officially-sanctioned institutional sites or to request removal or changes to subgroups/sites.

The purpose of this policy is to ensure that associates exercise good judgment before posting any information about the Medical Center, its services and staff on the web. Montefiore's legitimate interests can, in certain circumstances, be compromised by inappropriate uses of media. Accordingly, this policy is intended to respect employees' rights to personal expression while limiting Montefiore's legal liability and protecting Montefiore's proprietary information and business interests.

For purposes of this policy, social media includes all aspects of internal and external social media and social networking tools and channels, such as blogs, Wikis, Facebook, LinkedIn, Twitter, social video (such as YouTube), photography sharing sites (such as Flickr), etc.

POLICY APPLICABLE TO:

All Associates, including agency staff, and pertains to their use of social media whether:


- on or off Montefiore time;
- on or off Montefiore's premises; and
- it is performed on Montefiore's equipment (computers, smart phones, etc.) or on the associate's own equipment.

PROCEDURE:

Before associates make any posting that identifies them as an associate of Montefiore or that refers to Montefiore, associates must consider the following;

- Associates must exercise sound discretion when engaging in social networking with current or former patients of Montefiore. Engaging in any discussion or posting any information concerning patients', including associate-patients', medical condition could constitute a HIPAA


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violation. Blogs/posts containing photographs or information revealing any protected health information, including the identity of Montefiore patients, is strictly prohibited.

- When engaging in any social networking with former or current patients, associates must abide by all applicable codes of conduct and or ethics associated with their profession, certification or license and any restrictions concerning associate-patient relationships and or communications.
- Blogs/posts may not contain any content that:
 - violates any laws pertaining to the privacy of patients or associates;
 - violates any laws, including laws pertaining to intellectual property;
 - is defamatory or libelous or might be construed as harassment or discrimination on the basis of race, color religion, sex, sexual orientation, national origin, age, disability, genetic information, or any other status protected by applicable law;
 - impersonates other associates;
 - infringes upon any third party rights (including intellectual property rights);
 - discloses any trade secrets, copy right material, or other confidential or proprietary information; or
 - violates Montefiore's workplace policies, including policies against discrimination, harassment, workplace violence, or HIPAA violations.
- The following are permitted only with the express or prior written permission of Montefiore's Legal Department and or Marketing:
 - Blogs/posts that imply sponsorship, endorsement, or support by Montefiore;
 - Blogs/posts that hold the associate out as a spokesperson on behalf of Montefiore; and
 - Blogs/posts that use any Montefiore logo, trademark, or copyright material in violation of laws protecting trademark and copyright.
- Montefiore also reserves the right to take any legal action that may be necessary to protect patient privacy and MMC registered trademarks, service marks, and proprietary or confidential information.

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- Improper personal use of Montefiore computers is prohibited. Montefiore may access or monitor communications stored on its property or in its system, with or without advance notice, to ensure proper use of its equipment and detect security violations.

If there is any uncertainty concerning the content of the posting or if an associate needs clarification of any aspect of this policy, the associate should consult his or her supervisor or the Human Resources Department before posting.

Failure to comply with this policy may lead to discipline up to and including termination.

All Medical Center Human Resources Policies and practices are guidelines and may be changed, modified or discounted at any time any time by the Medical Center's Senior Vice President of Human Resources, or designee, with or without notice. Exceptions do not invalidate the basic policy.