



## **Guidelines**

Use of social networking during working time (except on established breaks) needs to be part of your job responsibilities unless authorized by your supervisor. Employees may use social media unless it distracts from their normal duties.

In addition, because the public can access what you have written or contributed, your use of social networking, may negatively impact TCHC and co-workers. Employees should follow the guidelines listed below and, above all, use common sense when they engage in social networking.

1. You are expected to protect the privacy, goodwill and reputation of TCHC, its employees and its patients. Therefore, you may not publicly discuss patients, products, services, or vendors, whether confidential or not. In addition, you may not post photographs or video of patients, vendors or co-workers, unless they have consented.
2. You may be held responsible if your comments are considered defamatory, obscene, insulting, racist or proprietary by any offended party, not just TCHC.
3. Because the public may view you as a spokesperson for TCHC, write in the first person and don't represent that you are speaking for TCHC. Make sure you are clear that you are speaking for yourself, not TCHC. In fact, whenever your connection to TCHC is apparent, you should include the following disclaimer, "The views expressed are my own and do not reflect the views of my employer."
4. If you discuss TCHC or comment about a competitor, you must identify your employment and role at TCHC.
5. Ensure that you maintain the confidentiality of all TCHC proprietary and confidential information, such as trade secrets, strategic plans and patient lists.
6. For non-work related topics, use a personal e-mail address as your primary means of identification. Do not use your TCHC e-mail address for posting personal views. Just as you would not use TCHC stationery for a letter to the editor with your personal views, do not use your TCHC e-mail address for posting personal views.
  - Once you identify yourself as being employed by TCHC in a social network, you are now connected with your co-workers, managers and even clients (patients). Make sure that your content is professional and appropriate. Keep in mind that your Manager, Human Resources or Administration may have reason to review the content. (See the "Employer Monitoring section, below).
  - The same basic policies apply to social networking that applies to other areas of your work at TCHC. For example, you may not violate TCHC's Confidentiality policy, Electronic Communications policy, Harassment policy, Ethics policy, Code of Conduct and other relevant policies regarding workplace conduct.
  - If you have any questions about these guidelines, you should contact your Manager or the HR Department.
7. If you blog or post or do other on-line activities which are inconsistent with or would negatively impact TCHC's reputation or brand, you should not refer to TCHC or identify your connection to TCHC.
8. Be respectful and professional to fellow employees, providers, business partners, competitors and patients.
9. Be sure your social media activity does not interfere with your work commitments.



### **TCHC “Code of Ethics” for On-Line Communication**

- TCHC comments, posts and blog posts must be accurate and factual.
- TCHC will acknowledge and correct mistakes promptly. When corrections are made, TCHC will preserve the original post, showing by strike through what corrections have been made to maintain integrity.
- TCHC will delete spam and/or comments that are off-topic.
- TCHC will reply to e-mails and comments when appropriate.
- TCHC will link directly to on-line references and original source materials.
- TCHC staff will disclose conflicts of interest and will not attempt to conceal their identity or that they work for TCHC.