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Owner: Casey Napoli: Director of Human Resources Long Term Care
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References: Administrative Directives
Applicability: MVHS

Social Networking / Social Media Policy - MVHS, MV-07-001

PURPOSE

Social media is a way for people to use technology for social interaction through the use of words, images, audio and video. Examples of social media include, but are not limited to, websites such as Facebook, MySpace, LinkedIn, Twitter, YouTube, and more. In general, the Mohawk Valley Health System views social media sites (also referred to as social networking sites), personal websites, and weblogs ("blogs") positively and respects the right of employees to use them as a medium of self-expression, and nothing in this policy should be read to limit or interfere with an employee's right under Section 7 of the National Labor Relations Act ("NLRA") to discuss terms and conditions of employment with co-workers or third parties. If an employee chooses to identify himself or herself as an employee of the Mohawk Valley Health System (the "Organization") on such Internet venues, some readers of such websites or blogs may view the employee as a representative of the Organization. In light of this possibility, employees who identify themselves in this manner are required, as a condition of employment, to observe the guidelines outlined in this policy when referring to the Organization, its programs or activities, or its employees, in a blog, social networking forum or website.

SCOPE

This policy applies to all MVHS employees to include St. Elizabeth Medical Center, Faxton-St. Luke's Healthcare, St. Luke's Home, Visiting Nurse Association, Mohawk Valley Home Care and Senior Network Health.

REFERENCES

Bond, Schoeneck & King, PLLC; "Facilitating the Effective Use of Social Media While Limiting Legal Liability"; April 30, 2010

Mark D. Nelson, "Social Media-The Bane of HR Leaders' Existence and How to Manage it" - HR Pulse, Fall 2012

DEFINITIONS / ABBREVIATIONS

Social Media	-A way for people to use technology for social interaction through the use of words, images, audio and video. Examples of social media include, but are not limited to,
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	websites such as Facebook, MySpace, LinkedIn, Twitter, YouTube, and more.
The "Organization"	-The Mohawk Valley Health System

PROCEDURE / DIRECTIVE

1. Employee Use of Social Media

1. All employees are required to disclose that they are employees of the organization whenever they make favorable comments or recommend that others receive care at the facility.
2. Maintaining the confidentiality of our patients and families is of utmost importance to the Mohawk Valley Health System. Employees must not use any form of social media, blogs, or personal websites to discuss confidential patient information or to post **any** details or photographs concerning patients and/or their families. Any inappropriate disclosure of patient information, whether direct or indirect disclosure, will be considered a direct violation of our organizational policies and HIPAA and will be subject to immediate termination.
3. Employees must not use any form of social media, blogs, or personal websites to disparage, defame or otherwise discredit the services or products provided by the organization or its affiliates.
4. Employees must not use any form of social media, blogs, or personal websites to harass, bully or intimidate other employees or anyone affiliated with the organization. Behaviors that constitute harassment or bullying include but are not limited to using obscene, profane, or vulgar language, posting obscene, profane, or vulgar or similarly inappropriate images, and comments that are derogatory with respect to race, color, creed, religion, national origin, ancestry, genetic information, sex, age, disability, sexual orientation, marital status, veteran status, political beliefs or any other protected class or status recognized by federal, state or local law; sexually suggestive, humiliating, or demeaning comments; and threats to intimidate or physically injure another employee or anyone affiliated with the organization. Additionally, employees are expected to be respectful in all communications with any person affiliated with the organization, including, but not limited to, patients, residents, patient/resident family members, medical staff, volunteers, employees, employee family members, board members, and independent contractors or vendors.
5. Employees must not use any form of social media, blogs, or personal websites to discuss or engage in conduct that is prohibited by Mohawk Valley Health System policy, including but not limited to the use of alcohol and drugs, sexual behavior, sexual harassment, workplace harassment.
6. Employees must not use any form of social media, blogs, or personal websites to discuss any proprietary, confidential, or attorney-client privileged information. Confidential information is defined to include, but is not necessarily limited to, an employee's, vendor's or affiliate's personal information, such as, date of birth, address, phone number, social security number, computer network usernames and passwords, or health or medical information. Do not post internal reports, policies, procedures or other internal business-related confidential communications. This provision does not apply to the use or disclosure of information pertaining to employees' terms and conditions of employment.
7. Employees are not allowed to access social media sites, blogs, or personal websites during the work day unless they obtain prior approval from their Department Manager. Any usage of such sites must be strictly work-related. Employees found to be accessing these sites for non-work related purposes, and without approval from their Department Manager, will be subject to immediate discipline per the Mohawk Valley Health System's discipline policy. This includes accessing the sites from personal devices such as laptops or cell phones during work time. All policies regarding the use of such

personal devices and the recording of work time will apply.

2. Monitoring the Use of Social Media/Hospital-Sponsored Social Media

1. Employees have no right to privacy with respect to any information sent, received, created, accessed, obtained, viewed, stored or otherwise found at any time on the company's computer network. This means that any hardware, software, and all communications, files and records transmitted through and residing on those systems remain, at all times, the organization's property and may be monitored or viewed at any time, without consent of or notice to the employee. Any information sent, received, created, accessed, viewed or discussed on social media sites, blogs, or personal websites may be monitored or viewed by the organization at any time, without consent of or notice to the employee.
2. The Mohawk Valley Health System reserves the right to host or sponsor a social media / social networking site. However, an employee's commercial use of the Mohawk Valley Health System's name or logo is not allowed without written permission from Communications and Marketing. Unauthorized editing of any hospital-sponsored sites is strictly prohibited.
3. Employees must comply with the rules and guidelines of any hospital-sponsored social network accounts. The organization reserves the right to remove an inappropriate or inaccurate content without notice and to take other action, including legal action, against individuals who violate the social networking account rules and guidelines.
4. Posting recommendations of former employees or other persons acting as a representative of the organization may indicate that the organization is endorsing the individual being recommended. Employees are prohibited from posting recommendations on social networking sites without explicit permission from Human Resources.

3. Policy Violations

1. Employees who suspect or have knowledge of violations of this policy are encouraged to contact the Human Resources Department or the Compliance Hotline (1-800-954-9418) immediately. A prompt and thorough investigation will be conducted in accordance with Mohawk Valley Health System policies regarding workplace investigations.
2. Any employee found to be in violation of any portion of this policy will be subject to immediate disciplinary action up to and including termination of employment.

CONTENT EXPERT(S) / RESEARCHER(S) / CONTRIBUTOR(S): n/

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This Document Replaces: HR-26-OP, SPP128.

Attachments:

No Attachments

Applicability

MVHS