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| DEPARTMENT: Human Resources | POLICY DESCRIPTION: Social Media and Social Networking |
| APPROVED:                   | REVIEWED:  |
| REPLACES:                   | RETIRED:   |
| ADOPTED:                    |  |
| Page 1 of 2                 | REFERENCE NUMBER: C-IV-25                              |

SCOPE: All Employees, Volunteers, and Students.

PURPOSE: To educate and ensure that employees understand their obligations and risks when using social media.

DEFINITION: Social media includes all means of communicating or posting information or content of any sort on the internet or any site thereon. This includes your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with ARH, as well as any other form of electronic communication.

POLICY: Social Media is a communication tool that can have a significant impact on ARH and its professional image/reputation. The use of Social Media can obscure the difference between a personal voice and an organizational voice. Before posting online you should consider the risks and rewards that are involved. However, the responsibility for online postings rests with the person posting it. Online postings are not an effective way to resolve workplace concerns. Such concerns are best handled in person by utilizing ARH's Open Door Policy, or compliance reporting practices. Any conduct that adversely affects your job performance, the performance of co-workers, patients, customers, or suppliers may result in disciplinary action up to and including termination of employment.

PROCEDURE:

1. Ensure your postings are consistent with the ARH *Organizational Ethics Policy C-IV-01* and *Workplace Harassment Policy C-IV-08*. Avoid postings that may include discriminatory remarks, harassment, and threats of violence, or similar inappropriate or unlawful conduct against ARH employees or its officers. Examples of such conduct include offensive posts meant to intentionally harm someone's reputation, or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.
2. ARH supports the use of social media for online communications concerning ARH's mission, community relations, marketing and recruitment activities by authorized users.
3. Sharing Protected Health Information (PHI), or misuse or unauthorized disclosure of confidential or proprietary information of ARH, or confidential information regarding ARH patients, business partners, vendors, or customers on personal or professional social media sites is prohibited.

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4. ARH permits access to the internet. It must be accessed appropriately as described in the *Communications System Policy, C-IV-13*. Access to ARH's computing and networking resources is limited to authorized users for approved purposes only.
5. Do not use social media for personal reasons while on work time, or on equipment provided by ARH.
6. Do not use ARH e-mail addresses to register on social networks, blogs or other online tools used for personal use.
7. Do not infringe on the ARH logo, trademarks, slogans, or other legally protected images. Any use of the ARH logo, trademarks, slogans or other legally protected images for business/commercial ventures, or for purposes inconsistent with intellectual property laws, are prohibited on personal social media sites.
8. On an employee's personal social media site and personal pages, employees are:
  - I. To exhibit professionalism when they identify themselves as ARH team members.
  - II. Not to participate in any online conversation with patients, patients' families, or others regarding specific care of a patient.
  - III. Not to take or post any pictures of patients (including pictures of wounds or body parts).
  - IV. Not to discuss or share confidential or proprietary business information, e.g., research protocol, contractual terms, financial information, quality data and protected employee information.