NWF Health Network
Policy & Procedure

Series: 1100: Human Resources

Policy Name: Social Media

Policy Number: 1133

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Policy

NWF Health Network (NWFHN), has established these guidelines to assist you in making responsible decisions regarding appropriate use of social media. Social media includes all means of communicating or posting information or content of any sort on the Internet, including, but not limited to:

1. Your own or someone else's web blog/vlog;

2. Journal or diary;

3. Personal website;

4. Social networking or affinity website;

5. Web bulletin board or chat room (whether or not associated or affiliated with NWFHN); and

6. Any other form of electronic communication.

Ultimately, you are solely responsible for what you post online. Employee conduct that adversely affects job performance, the performance of fellow employees or otherwise adversely affects members, subcontractors, clients, people who work on behalf of NWFHN, or NWFHN's legitimate business interests may result in disciplinary action up to and including termination. This Policy applies to all employees who work for NWFHN.

Procedures

A. Be Respectful. Inappropriate postings that may include discriminatory remarks, insults, harassment, and/or threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination. If you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, insulting, threatening, or intimidating, that disparage clients, members, employees, or subcontractors, or that might constitute harassment or bullying. Never post any information or rumors that you know to be false about NWFHN, fellow employees, members, clients, subcontractors, and people working on behalf of NWFHN, subcontractors, or other contracted entities of the state.

B. Post Only Appropriate Content.

1. Maintain the confidentiality of NWFHN private or confidential information. Private and/or confidential information may include information regarding the development of systems, processes, products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.

2. Do not create a link from your blog, website, or other social networking site to a NWFHN website without identifying yourself as a NWFHN employee.

3. Express only your personal opinions. Never represent yourself as a spokesperson for NWFHN. If NWFHN is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of NWFHN, fellow employees, members, clients, subcontractors or people working on behalf of NWFHN. If you do publish a blog or post online related to the work you do or subjects associated with NWFHN, make it clear that you are not speaking on behalf of NWFHN. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of NWFHN."

C. Use of NWFHN Email Address on Social Media. Do not use NWFHN email addresses to register on social networks, blogs, or other online tools utilized for personal use.

D. Retaliation Prohibited. NWFHN prohibits taking negative action against any employee, subcontractor, or client for reporting a possible deviation from this policy or for cooperating in an investigation or Special Quality Assurance Review. Any employee who retaliates against another employee, subcontractor, or client for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

E. Media Contacts. Employees should not speak to the media on behalf of NWFHN without contacting the Director of Communications. All media inquiries should be directed to them.