

**CENTRAL IOWA HEALTH SYSTEM  
GRADUATE MEDICAL EDUCATION COMMITTEE**

**POLICY ON SOCIAL MEDIA**

The Graduate Medical Education Committee has adopted the UnityPoint Health - Des Moines Social Media Policy as the Graduate Medical Education Committee policy on social media. The most current copy of this policy can be found on the intranet under the DocuCenter link.



## Social Media

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*Social media sites are popular ways to share information and ideas through Web based resources. Social Media is often thought of as a fun and easy way for people to communicate. UnityPoint Health Des Moines has adopted this policy to ensure workplace productivity and protection of confidential and private information.*

### Policy

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The purpose of this policy is to help employees understand how UPHDM policies apply to publishing and engaging in conversations on the internet, both on IHDH and UnityPoint Health (UPH) UPH-sponsored sites and in other public domain sites, so employees can participate with confidence. Appropriate use of systems and features, as well as the appropriate content of electronic communication, is required.

### Procedures

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This policy covers all departments and employees of UPHDM, unless an area has adopted a more restrictive policy.

#### **Definitions:**

**Blog (or weblog):** A type of website, usually maintained by an individual, with regular, personal journal entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in a reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

**Social Networking Sites:** Online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are web-based and provide a variety of ways for users to interact, such as e-mail and instant messaging services. Examples include: Facebook, MySpace and LinkedIn.

**Twitter:** A micro-blogging or micro-sharing site that allows registered users to send and read text-based updates ("tweets") of up to 140 characters in length.

**Social Media Site:** All of the above are collectively referred to as Social Media Sites in this policy.

#### **Personal Internet Communications on Non-Work Time and Non-UPHDM and/or UPH Social Media Sites**

Although UPHDM does not seek to control an employee's right to personal communications on their own time, comments made on the internet via a Social Media Site may affect UPHDM.

Use of the Internet and use of Social Media or Networking Sites for purposes not authorized by UPHDM during an employee's paid work time is prohibited. Violations of the policy can lead to discipline, up to and including termination from employment.

Employees who are posting to a non-UPHDM/UPH sponsored Social Media Site should write in the first person, use a personal e-mail address, and where the employee's connection to UPHDM is apparent, make clear that they are speaking for themselves and not on behalf of UPHDM. Employees may want to include this disclaimer: "The views expressed on this blog are my own and do not reflect the views of my employer." Employees should not refer to UPHDM or UPH on a non-UPHDM/UPH sponsored Social Media Site or imply the site is endorsed or approved by UPHDM/UPH. **Exception:** Employees who have been identified and/or clearly given permission to participate or speak on behalf of UPHDM in posting to a non-UPHDM/UPH-sponsored Social Media Sites (such as a professional organization that operates a Social Media Site), may identify their affiliation to UPHDM or UPH.

All applicable laws, regulations and UPHDM/UPH policies should be followed when communicating on a Social Media Site (including, but not limited to, HIPAA, anti-harassment, workplace violence, diversity commitment, etc.)

Employees are prohibited from posting any content that includes personal or protected (including patient images) health information (or employer-related information such that someone could deduce the identity of the person referenced in the posting) including patient images, on any Social Media Site.

Employees should be respectful and professional regarding fellow employees, business partners, competitors and patients (CORE Values) and take care not to make statements or comments that damage the public image of UPHDM.

Employees should ensure that time spent on Social Media Sites does not interfere with work commitments.

Employees are legally responsible for their postings and, therefore, may be held liable if the posts are found to be defamatory, harassing, tortuous or in violation of any other applicable law.

### **Internet Communications on UPHDM/UPH Sponsored Social Media Sites**

UPHDM, UPH and its affiliates operate various Social Media Sites. Only employees who have been identified and/or clearly given permission to participate or speak on behalf of UPH in online conversations or on Social Media Sites may do so. By accessing, viewing and/or posting any content to any UPHDM/UPH-sponsored Social Media Site, an employee accepts, without limitation, the terms of use. If an employee does not agree to the terms of this Policy, they may not view or post any content to any UPHDM/UPH-sponsored Social Media Site.

Employee participation in UPHDM/UPH-sponsored social media sites should not interfere with the performance of the employee's job duties or the operation of the internet or other online services except as expressly permitted for employees whose job responsibilities include social media site monitoring and maintenance.

The basic guidelines set forth above regarding internet communications on non-work time and non-work systems also apply to work-related use of UPHDM/UPH-sponsored social media sites.

It is the responsibility of the employee to ensure all postings on UPHDM/UPH-sponsored social media sites are accurate and factual. If a mistake is made, the employee should acknowledge and correct the mistake promptly.

UPHDM/UPH reserves the right to monitor, prohibit, restrict, suspend, terminate, delete or discontinue an employee's access to any UPHDM/UPH-sponsored social media site, at any

time, without notice and for any reason and in its sole discretion. UPHDM/UPH may remove, delete, block, filter or restrict by any other means any materials in UPHDM/UPH' sole discretion.

Employees should understand and agree that UPHDM/UPH may disclose communications and activities on UPHDM/UPH-sponsored social media sites in response to lawful requests by governmental authorities, including Patriot Act requests, judicial orders, warrants or subpoenas, or for the protection of UPHDM/UPH. Employees further agree that in the event UPHDM/UPH exercises any of its rights hereunder for any reason, UPHDM/UPH will have no liability to the employee so long as UPHDM/UPH and its employees were acting in good faith.

Any content posted on any UPHDM/UPH-sponsored social media site, becomes the property of UPHDM/UPH and UPHDM/UPH has the right to use such content for any UPHDM/UPH purpose.

Any employee who believes that this policy has been violated shall report the incident to their appropriate supervisor, manager, or department management and/or Human Resources.

Any violation of this policy by an UPHDM employee is grounds for corrective action up to and including termination of employment.

#### **Related Human Resources Policies:**

#### **Related Forms:**

**Effective Date:** March 2010

**Update Dates:** May 2013

**Review Dates:** March 2010