
MEMORIAL HEALTHCARE SYSTEM
STANDARD PRACTICE MANUAL

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Title: Social Networking Guidelines for
Memorial Healthcare System Workforce

Policy:

The reputation of Memorial Healthcare System is built upon the collective efforts of thousands of individual employees, medical staff members, volunteers, contractors, and agents. These individuals, the Memorial Healthcare System “workforce,” are addressed in this Standard Practice.

The purpose of these guidelines is to help the workforce understand how Memorial Healthcare System policies apply to newer technologies for communication, so you can participate with confidence on other social networking platforms on the Web.

What follows are some guidelines for the Memorial Healthcare System workforce. If you would like additional guidance or have any questions that are not answered by these guidelines, please consult the Marketing and Communications Department at (954) 265-3452.

Guidelines:

1. As a general rule, when participating in any online social networking site, you must refrain from conduct detrimental to Memorial Healthcare System’s operation or good standing in the community. Please follow all applicable Memorial Healthcare System policies. For example, you must not share confidential or proprietary information about Memorial Healthcare System, its clients, partners and suppliers; you must maintain patient privacy; you must not comment on legal matters or litigation related to Memorial Healthcare System without the express authorization of corporate counsel; and you must notify the Memorial Healthcare System Media Relations Department at (954) 265-3455 any time you receive a media inquiry related to Memorial Healthcare System or a healthcare topic. Confidential and proprietary information includes trade secrets, such as Memorial’s or a vendor’s formulas, methods, or procedures that are not known to others, and which have value because of their secrecy. This includes investigational studies. You should never share information that could harm

Memorial Healthcare System's security programs, including the security of Memorial Healthcare System's computer systems.

Failure to abide by Memorial Healthcare System policies can result in disciplinary action, up to and including discharge, and/or legal action.

2. Write in the first person. Wherever and whenever you comment about Memorial Healthcare System, make it clear that you are speaking for yourself and not on behalf of Memorial Healthcare System. In those circumstances, you may want to include a disclaimer, for example: "The opinions expressed are my own, not my employer's." Consider adding this language to your social networking profile.
3. If you communicate in the public Internet about Memorial Healthcare System or Memorial Healthcare System-related matters, disclose your connection with Memorial Healthcare System and your role at Memorial Healthcare System. Use good judgment and strive for accuracy in your communications; errors and omissions reflect poorly on Memorial Healthcare System, and may result in liability for you or Memorial Healthcare System.
4. If you are contacted by the news media concerning a story about Memorial Healthcare System or a healthcare topic, please immediately notify the Memorial Healthcare System Media Relations Department at (954) 265-3455. The same holds true if you are the one who wishes to initiate contact with the news media.

Not only does our Media Relations Department need to be actively involved in the strategic planning of all interactions with the news media, it can provide you with valuable tips about effective communication with journalists.

5. Unless you are conducting official Memorial Healthcare System business, use a personal e-mail address (not your mhs.net address) as your primary means of identification. Just as you would not use Memorial Healthcare System stationery for a letter to the editor with your personal views, do not use your Memorial Healthcare System e-mail address for personal views.
6. If your posting or other online activities are inconsistent with, or would negatively impact, Memorial Healthcare System's reputation or brand, you should not refer to Memorial Healthcare System or identify your connection to Memorial Healthcare System.
7. Be respectful and professional to fellow employees, business partners, competitors and patients. Avoid using unprofessional online personas.
8. Remember that virtually anything you post on the Internet has the potential to be accessed by the public or traced back to you, no matter how careful you are to safeguard your identity and the privacy of your personal viewpoints. For example, a stranger may hack your Facebook account, or you might inadvertently change

the privacy settings on your social networking page, exposing it to wider scrutiny than you intended.

9. Please ensure your comments and social networking activity do not interfere with your work commitments.
10. Use of external websites for work-related purposes (e.g., photo sharing through Flickr.com, video sharing through YouTube.com, or “tweeting” through Twitter.com) must be first approved by the Marketing and Communications Department. This department can advise you on some technical questions, as well as discuss your strategic marketing concerns.

If You Would Like to Establish an Official Online Presence for Your Medical Practice or Your Department ...

From time to time, some members of the Memorial Healthcare System workforce express an interest in starting a departmental social networking site, website, or even a personal social networking page or website, to solicit new business or to help promote some aspect of Memorial Healthcare System.

Such engagement on behalf of, or in conjunction with, Memorial Healthcare System, including establishment of official external sites representing Memorial Healthcare System or any Memorial Healthcare System facility or department, must be approved and coordinated through the Marketing and Communications Department. This department provides oversight and assistance to guide development of new social networking platforms and new marketing avenues, sharing knowledge and best practices for successful implementation.

Frank V. Sacco,
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