
**MEMORIAL HEALTHCARE SYSTEM
STANDARD PRACTICE MANUAL**

Date: June 2010

Date Reviewed:

Date Revised:

Title: Terms and Conditions for Participation in
Memorial Healthcare System's Social Networking

POLICY:

Memorial Healthcare System is expanding its online presence by adding more-interactive features to its own website and by creating accounts on social networking sites, including, but not limited to, Facebook, Twitter and YouTube. We maintain and update our various social networking pages for the purpose of interacting with the community we serve. This Standard Practice is addressed to anyone who wishes to participate in Memorial Healthcare System's social networking sites. It states the terms and conditions that will apply.

We encourage you to become an online "friend," "fan," or "follower," and share your feedback about our healthcare services.

TERMS AND CONDITIONS:

What kind of response will you receive if you post content online?

While we may not be able to respond to every online posting about Memorial Healthcare System, we will make every reasonable effort to address general inquiries about our facilities and services and/or forward them to appropriate experts within Memorial Healthcare System for further review or response. Please note we cannot diagnose medical disorders online or provide you with personalized medical advice online; therefore you should consult a physician if you would like to discuss medical issues of personal concern to you. If you do not already have a physician, we invite you to use our [Physician Referral Service](#).

As a reminder, please be aware any content you post to a Memorial Healthcare System social networking page is publicly accessible on the Internet. Therefore, we recommend you think carefully about whether to post such personal information as your e-mail address, your medical history, or anything else you might not want the public to see. Should you wish to communicate with us in a more confidential manner than a social networking page may allow, feel free to contact the Marketing and Communications Department:

e-mail – connectwithus@mhs.net,

phone – (954) 265-3452
mail – Memorial Healthcare System
Marketing and Communications Department
Attn.: Social Networking
3501 Johnson Street
Hollywood, FL 33021

If you do decide to post content to a Memorial Healthcare System-sponsored social networking page, below are the terms and conditions that will apply.

By posting any content on Memorial Healthcare System-sponsored social networking sites, you agree to do the following:

- Give Memorial Healthcare System the irrevocable right to reproduce, distribute, publish, display, edit, modify, create derivative works from, and otherwise use your submission for any purpose, in any form and on any media
- Indemnify Memorial Healthcare System against any damages, losses, liabilities, judgments, costs or expenses (including reasonable attorneys' fees and costs) arising out of a claim by a third party relating to any material you have posted

You also agree that you will not:

- Post material that infringes on the rights of any third party, including intellectual property, privacy or publicity rights
- Post material that is unlawful, obscene, racist, defamatory, threatening, harassing, abusive, slanderous, hateful, or embarrassing to any other person or entity as determined by Memorial Healthcare System at its sole discretion
- Post advertisements or solicitations of business
- Post chain letters or pyramid schemes
- Post about matters that are off-topic to the subject at hand
- Impersonate another person
- Allow any other person or entity to use your identification for posting or viewing comments
- Post the same note repeatedly

In addition, if you are one of Memorial Healthcare System's employees, medical staff members, volunteers or independent contractors, you are required to observe the

Social Networking Guidelines for the Memorial Healthcare System Workforce
[Marketing will provide a hyperlink to insert here.] before posting content to the Web.

Upon viewing any content you upload to a Memorial Healthcare System-sponsored social networking page, Memorial Healthcare System reserves the right to do any or all of the following:

- Delete any communications, regardless of whether such communications violate these standards
- Remove communications that are deemed abusive, defamatory, obscene, illegal, disruptive, or that otherwise fail to conform with these terms and conditions
- Terminate, without notice and for any reason, a user's access to a social networking page upon any breach of these terms and conditions
- Disclose your communications and activities in response to lawful requests by governmental authorities and law enforcement agencies, or under any other circumstances that Memorial Healthcare System determines the law requires disclosure, or that disclosure is otherwise appropriate.

Memorial Healthcare System reserves the right to update these terms and conditions without notice at any time. Each time a user accesses a Memorial Healthcare System-sponsored social networking page, the most updated terms and conditions will govern usage.

Frank V. Sacco,
President and Chief Executive Officer