

MEMORIAL HEALTHCARE SYSTEM
STANDARD PRACTICE MANUAL

Date: June 2010

Date Revised: June 2010; July 2010, August 2010; June 2012; March 2013;
September 2013

Date Reviewed: July 2010; September 2013

**Title: Terms and Conditions for Participation in Memorial Healthcare System's
Social Media Venues**

Memorial Healthcare System has an extensive online presence. Memorial has been adding more- interactive features to its own website and has created accounts on social media/networking sites, including, but not limited to, Facebook, Twitter and YouTube, Instagram, blogs and Online Newsroom. The Marketing Communications and Media Relations Departments maintain and update the various social networking pages on behalf of Memorial's entire social media program for the purpose of providing information to its stakeholders and interacting with the community it serves through the sharing of news, publications, programs, general information and other content resources.

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 apply. This Standard Practice also includes a crisis communication component.

TERMS AND CONDITIONS:

Content

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. Memorial physicians or representatives cannot diagnose medical disorders online or provide you with personalized medical advice online; therefore you should consult a physician. If you do not already have a physician, we invite you to use our Physician Referral Service.

You must be at least 13 years old to participate in Memorial's social media venues. 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 us via e-mail at contactus@mhs.net or by mail –

Memorial Healthcare System
Marketing and Communications Department
Attn.: Media Relations
3501 Johnson Street
Hollywood, FL 33021

You understand and agree that, except for information, products or services clearly identified as being supplied by Memorial, Memorial does not operate, control or endorse any information, products or services on the Internet, including on this Facebook page (including any chat or other applications), in any way. You also understand that Memorial cannot and does not guarantee or warrant that any files available for downloading through Facebook will be free of infection or viruses, worms, Trojan horses or other code that manifests contaminating or destructive properties. Each user is responsible for implementing sufficient procedures and safeguards to satisfy his or her particular requirements for accuracy of data input and output and for maintaining a means external to this Facebook page (including any chat or other applications) for the reconstruction of any lost data. Memorial does not assume any responsibility or risk for your use of any of its social networking venues (including any live chat or other applications).

Commentary

Memorial's social networking venues (including any chat or other applications) is intended to provide a pleasant environment for our fans to discuss Memorial experiences and promotions. 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 and you agree that you will not violate any local, state, federal or international law and regulations, including but not limited to copyright and intellectual property regarding any content you send or receive through this organization's venues.

Memorial Healthcare System reserves the right to hide or delete any of the following postings:

- Material that is unlawful, condones or promotes illegal activity, obscene, racist, defamatory, threatening, harassing, abusive, slanderous, hateful, or embarrassing to any other person or entity as determined by Memorial Healthcare System
- Material that violate another’s copyright or intellectual property
- Advertisements and endorsements by a third party or solicitations for business or other events not related to Memorial
- Chain letters or pyramid schemes
- Posts about matters that are off-topic to the subject under discussion, are fraudulent, deceptive or misleading
- Impersonation of another person or postings through a pseudo name
- Repeated notes or “spam”
- Personal health information

Repeat offenders may be blocked or terminated from the organization’s social media venues.

Please note that Memorial does not endorse any opinions on its social media venues that are not specifically posted by Memorial (including during any online chat). Additionally, Memorial is not responsible for the accuracy of the claims, information, advice or comments posted by fans and visitors to its social media sites, pages (including during any online chat). Memorial strongly encourages fans (including any chat or other applications) to respect fellow community members and to follow Facebook’s Statement of Rights and Responsibilities, as well as other social media venues’ terms of use.

Restriction on lobbying and political activity

Memorial Healthcare System social media venues are meant to engage with customers and for sharing vital information. No political lobbying, endorsements or activity is allowed in Memorial’s social media venues.

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.

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** <http://www.mhs.net/contact/connectingwithmemorial.cfm> before posting content.

Frank V. Sacco
President and Chief Executive Officer