



SOCIAL MEDIA

AT HENDRICK HEALTH

At Hendrick, we understand social media has become a part of everyday life, and as healthcare providers, patient care and confidentiality is our top priority. We want to ensure our use of social media honors the privacy of our patients and their families.

Before posting, going live, updating your status, tweeting, blogging or posting a comment anywhere on the internet, use common sense. Things posted on the internet can never truly be deleted.

Think before you post. Unless you're authorized to use social media on behalf of Hendrick, don't let social media affect your job performance.





SOCIAL MEDIA TIPS

FOR EVERY HENDRICK EMPLOYEE

The following are tips to keep in mind when using social media both at work and at home.

- 1** Always use discretion and common sense when communicating through social media. Posts are often shared beyond the intended audience and can include Hendrick community members.
- 2** To avoid providing information that may lead to identification of a patient, closely monitor your social media communications.
- 3** When commenting about Hendrick on social media, always identify yourself as a Hendrick employee and include a disclaimer on your profile such as, "This is my personal opinion and not that of my employer."
- 4** Do not take photos or videos of patients on personal devices, including cell phones.
- 5** Remember the Hendrick Health core values and Patient-Centered Pledge apply both on and off the internet.
- 6** Never share patient information online, including acknowledging if you have treated a patient.
- 7** Reserve your Hendrick-assigned email for professional use only. When engaging in social media, use a personal email address.
- 8** Promptly report any breach of confidentiality or privacy to the Compliance and Integrity Office at 325-670-7676.