

SOUTHERN HIGHLANDS COMMUNITY MENTAL HEALTH CENTER

POLICY AND PROCEDURE MANUAL

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Policy 191 – Social Media

I. POLICY

Southern Highlands CMHC recognizes that the Internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media outlets such as Facebook, Instagram, Snap Chat, YouTube, Tumblr, TikTok, Twitter, LinkedIn, and any other forums, blogs, message boards and wikis. However, the use of social media by employees can pose risks to SHCMHC's confidential and proprietary information, reputation and goodwill, and can jeopardize the company's compliance with various rules and laws. This policy provides instruction on social media communications to protect employees and the interests of SHCMHC and other individuals and businesses who work with SHCMHC. This policy applies to all SHCMHC employees.

II. COMPLIANCE

A. All of SHCMHC's existing policies that may apply to the use of social media remain in full force and effect. Employees must comply with those policies when using social media. In particular, the following policies should be kept in mind:

- Equal Employment Opportunity
- Harassment
- Employee Code of Conduct and Ethics
- Solicitation
- Computer Usage

B. Social media should never be used in a way that violates any other SHCMHC policies. If your post or communication would violate any SHCMHC policies in another forum. For example, SHCMHC employees are prohibited from using social media to:

- Violate confidentiality regarding the company's employees and / or consumers.
- Publish false information about SHCMHC or its employees, consumers, or other individuals or businesses who work with the company.
- Harass or create conflict with a SHCMHC employee in any way.
- Violate policies prohibiting unlawful discrimination against current SHCMHC employees or applicants for employment.
- SHCMHC employees are prohibited from providing information, recommendations or references for any current or former employees through the use of any type of social media, including social or professional networking sites.

III. GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA

The following sections of this policy provide SHCMHC employees with common-sense guidelines and recommendations for using social media responsibly and safely, in the best interests of the company. These guidelines are intended to add to, not contradict, limit or replace the above rules, policies and obligations. Just like any policy, employees are required to report any issues with social media they believe is in violation of the social media policy.

A. BUSINESS USE OF SOCIAL MEDIA

SHCMHC utilizes social media to provide information to consumers and the community about services offered within SHCMHC and community partners. Social media is also utilized to provide information about job postings, upcoming events, educational information, bed availability, and for staff recognition.

1. Only authorized employees may communicate information on behalf of SHCMHC. Without permission from the Chief Executive Officer or designee, employees are not authorized to make statements or communicate on behalf of SHCMHC on social media sites.
2. To the extent employees utilize social media sites, they may not represent themselves as a spokesperson or representative of SHCMHC.
3. If an employee wants to have something posted on the SHCMHC social media page, they need to contact IT or the Chief Executive Officer to request the information be posted.

B. PERSONAL USE OF SOCIAL MEDIA

The occasional use of social media for personal activities during the work day is permitted on your own personal time as long as it does not violate SHCMHC policies, involves unprofessional or inappropriate content and does not interfere with your employment responsibilities or productivity. Staff should not be utilizing social media sites while working directly with a consumer(s). If a supervisor is made aware of an employee using excessive use of social media, disciplinary actions up to termination may occur.

1. Employees cannot use SHCMHC e-mail addresses to register for social media sites.
2. If an employee is utilizing a social media site to take pictures or videos while at work, they need to be aware of consumers or confidential information that could be in the background or captured in the picture.

3. Employees are reminded that identification as a Southern Highlands employee on social media sites may be construed by others as a message from Southern Highlands. Employees must make it clear in social media postings or communications that they are speaking on their own behalf.
4. SHCMHC prohibits negative representations of Southern Highlands or Southern Highlands employees or consumers on any social media site.
5. Employees must be respectful to SHCMHC employees and consumers, vendors or other individuals and businesses who work with SHCMHC when posting on a social media site. Employees should not post anything that they would find offensive, including ethnic slurs, sexist comments, discriminatory comments, insults or obscenity. Employees cannot share or disclose on social media sites any confidential or proprietary information of the company's employees, consumers or other individuals and businesses who work with SHCMHC.
6. SHCMHC prohibits using social media as a "sounding board" for personal employee complaints concerning Southern Highlands, co-workers, supervisors, consumers, etc.
7. SHCMHC prohibits personal relationships with consumer(s) on social media including instant messaging programs.
8. SHCMHC prohibits an employee to use social media as part of their job duties unless that person receives prior written approval from SHCMHC's Chief Executive Officer or designee.
9. Only authorized employees may communicate information on behalf of SHCMHC. Without permission from the Chief Executive Officer or designee, employees are not authorized to make statements or communicate on behalf of SHCMHC on social media site. To the extent employees utilize social media sites, they may not represent themselves as a spokesperson or representative of SHCMHC. Employees must make it clear in social media postings or communications that they are speaking on their own behalf.

IV. NO EXPECTATION OF PRIVACY

Certain employees are provided access to SHCMHC's computer and communication systems, which includes access to the Internet and electronic mail. SHCMHC's computer and communications systems, including all contents of that system, are the private property of SHCMHC. Therefore, employees should have no expectation of privacy whatsoever in any message, files, data, document, facsimile, social media post, conversation or message, or any other kind of information or communications transmitted to, received, or printed from, or stored or recorded on the company's computer and communications system.

SHCMHC expressly advises that in order to prevent misuse, SHCMHC reserves the right to monitor, intercept and review, without further notice, the activities of employees using SHCMHC's equipment and computer and communications systems, including but not limited to, social media postings and activities. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspection, reviewing, retrieving and printing of transactions, message, communications, posting, log-ins, recording, and other uses of the systems as well as keystroke capturing and other network monitoring technologies. By accessing and using SHCMHC's equipment and systems, all employees expressly consent to such monitoring, access and use by the company.

Do not use SHCMHC's computer and communications systems for any matter you desire to be kept private or confidential from the company.

V. PROTECTION OF SHCMHC'S GOODWILL AND REPUTATION

You are personally responsible for what you communicate and publish on social media. Remember that what you publish might be available online for a long time. As an employee of SHCMHC, always consider how your comments will be viewed in light of protecting and enhancing both the company's reputation and your own. Keep this in mind before you post any content. You may not engage in harassment, disclose confidential or proprietary information or threaten other employees using social media.

Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective and current consumers, prospective and current employees and colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

SHCMHC employees who violate SHCMHC policies or misuse social networking sites relating to their employment will be subject to disciplinary actions up to and including termination of employment.