

		Policy Title:	Social Media
Effective Date:	February 1, 2019	Policy Number:	HR 0169
Review Date:	October 17, 2018	Section:	Human Resources
Revised Date:	August 20, 2018	Oversight Level:	Corporate
Administrative Responsibility:	MHCC Vice President Human Resources		

**1. Purpose**

The purpose of this policy is to summarize expectations for employees who participate in social media activities, and to outline the required approval process for initiating and/or maintaining social media activities on behalf of McLaren Health Care and/or its subsidiaries.

**2. Scope**

All employees of McLaren Health Care and its subsidiaries (MHCC).

**3. Definitions**

Social media activities: All means of using, communicating, or posting information or content of any sort on the Internet or Internet-based applications where users post or share information, ideas, and/or messages, including but not limited to blogs, personal websites, web-based bulletin or discussion boards, chat rooms, wikis, video or audio podcasts, mobile applications, file sharing sites, and online social/professional networks such as Facebook, Flickr, Google+, Instagram, Snapchat, LinkedIn, Pinterest, Twitter, Vine, YouTube, or similar sites. Social media extends to any form of electronic communication, whether associated or affiliated with MHCC or not.

**4. Policy**

While MHCC recognizes employees will often use social media to communicate with others, at the same time employees must not post items or engage in such activities in a manner that adversely affects an employee’s job performance or responsibilities, the performance/responsibilities of fellow employees, or otherwise adversely affects employees, patients, suppliers, people who work on behalf of MHCC, or MHCC’s legitimate business interests.

*General Guidelines Applicable to All Social Media Activities*

The following rules (while not exhaustive) apply to any use of social media (including personal use by employees):

- a. Do not use MHCC's logos, trademarks, graphics or similar protected information or property without express written authorization of the Subsidiary Corporate Marketing Department.
- b. Never include or disclose in any social media activity Protected Health Information (PHI) as defined under the Health Insurance Portability and Accountability Act (HIPAA). Further, follow other guidelines set forth in MHCC CC 1113 HIPAA Violation Corrective Action Policy. For example, absent Subsidiary Corporate Marketing Department approval, employees should never: post photographs or videos of a patient; mention a patient by name; post diagnostic images; disclose a patient's PHI; video stream a patient procedure; or, describe a patient encounter with enough specificity so that others could identify the patient discussed.
- c. Never share or post confidential/proprietary information or trade secrets, which includes but is not limited to MHCC processes, know-how, technology, system development, clinical research, PHI, intellectual property, internal reports, or other information which is not generally known to the public or otherwise considered confidential/proprietary by law.
- d. Do not make negative or disparaging comments about the professional capabilities of an employee or physician to employees, physicians, patients, or visitors. Further, do not engage in conduct that is inappropriate or detrimental to patient care or MHCC's operations.
- e. Do not post or stream any conversations, phone calls, images, or MHCC meetings without prior approval from MHCC management.
- f. Never post maliciously false information about MHCC, fellow employees, patients, suppliers, people working on behalf of MHCC, and/or MHCC's competitors.
- g. All social media activities conducted on behalf of MHCC, during an employee's working time, or using MHCC equipment must be professional and adhere to MHCC's policies, including but not limited to: Equal Employment Opportunity (EEO); No Discrimination, Harassment, or Retaliation; and, Workplace Threats and Violence. Inappropriate postings that include discriminatory or harassing comments regarding coworkers, threats or acts of violence, or similar inappropriate or unlawful conduct is prohibited.
- h. Always be fair, courteous, and professional to fellow employees, patients, suppliers, or people who work on behalf of MHCC. Employees should keep in mind that they are more likely to resolve work-related complaints by speaking directly with their co-workers or other persons involved versus posting complaints on a social media site. Nevertheless, if an employee decides to post complaints or criticism, he/she should avoid using statements, photographs, video, or audio that reasonably could be viewed as: malicious, obscene, threatening, or intimidating; disparaging to patients, employees, or suppliers; or, discriminatory, harassing, or retaliatory in violation of MHCC's EEO or No Discrimination, Harassment, or

Retaliation policies. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment based on race, sex, disability, religion, or any other status protected by law or MHCC policy.

*Guidelines for Social Media Activities on Behalf of MHCC*

To ensure that online information is accurate and an appropriate representation of MHCC's organization, brand, and communication and marketing strategies, any social media activities on behalf of MHCC, or its divisions, departments, or services must be approved in advance by MHCC's Subsidiary Marketing Department. Any social media activities promoting MHCC products or services, using MHCC's assets (e.g., labor, assigned email addresses, computer systems, etc.) or relaying information in a manner that the employee speaks on behalf of MHCC or its representatives is considered social media on behalf of MHCC.

On occasion, MHCC or its various departments may use social media to communicate with employees (e.g., department Facebook pages). Supervisors or managers must first obtain approval from the Vice President of Human Resources. All MHCC policies apply to such use. The supervisor/manager is the owner of the site and reserves the right to monitor all comments on the site and remove content that violates MHCC's policies.

*Guidelines for Personal Social Media Activities*

Do not use any MHCC e-mail addresses to register for or to conduct personal social media activities, and do not create a link from a personal blog, website, or other social networking site to an MHCC website without including a statement that the person is an MHCC employee.

Do not engage in social media activities during working time if such use interferes with an employee's job duties/responsibilities, if prohibited by the Use of Personal Communication Devices policy, or such use results in a direct cost to MHCC. For example, this policy prohibits employees engaged in direct patient care from accessing social media accounts on their phones while engaged in patient care. On the other hand, this policy does not prohibit an employee from engaging in such activities during non-working time (e.g., a lunch break or before/after work) and when otherwise in compliance with these guidelines.

When conducting personal social media activities, employees must not represent themselves as a spokesperson for MHCC (e.g., by providing medical advice, speaking to issues involving MHCC, etc.). If MHCC is a subject of the content the employee is creating, he/she should make clear that he/she is an employee and the ideas do not represent those of MHCC, fellow employees, patients, suppliers or people working on behalf of MHCC. For example, include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of McLaren Health Care, [the subsidiary where employee works], or other McLaren subsidiaries."

Nothing in this policy is intended to interfere with or restrict employees in their right to engage or not engage in protected concerted activity to the extent protected under the National Labor Relations Act. Further, MHCC prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to corrective action, up to and including termination.

Employee conduct in violation of this policy will be subject to corrective action, up to and including termination.

#### 5. References

- MHCC CC 0106 Technology Resources Policy
- MHCC HR 0130 No Discrimination, Harassment, or Retaliation
- MHCC HR 0160 Use of Personal Communication Devices
- MHCC Standards of Conduct
- MHCC CC 1113 HIPAA Violation Corrective Action Policy

#### 6. Exception Provision

If any provision of this policy conflicts with an express provision(s) of an applicable collective bargaining agreement or letter of agreement, the latter shall supersede this policy to the extent necessary to comply with contractual obligations.

MHCC assumes no duty to monitor Internet activity but reserves the right to take appropriate action in accordance with this policy.

#### Approvals:

Corporate HR Policy Committee: 11/3/09, 8/20/18

Human Resources Council: 11/11/09, 11/14/13, 10/17/18

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Date

Previous Revisions: 11/25/13

Supersedes Policy: Not Applicable