



NOTHING CONTAINED IN THIS POLICY OR IN ANY OTHER POLICY CREATES A CONTRACT RIGHT. CONSISTENT WITH SOUTH CAROLINA LAW, ALL TEAM MEMBERS ARE EMPLOYED "AT WILL," WHICH MEANS THAT THE TEAM MEMBER HAS THE RIGHT TO TERMINATE HIS OR HER EMPLOYMENT AT ANY TIME, WITH OR WITHOUT NOTICE OR CAUSE, AND THAT PRISMA HEALTH AND/OR ITS AFFILIATED ENTITIES RETAIN THE SAME RIGHT.

Human Resources - Social Media

Approved Date: 09/29/2019	Effective Date: 10/1/2019	Review Date: 09/29/2020
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Scope:

Prisma Health-Midlands		Prisma Health-Upstate	
X	Prisma Health Baptist Hospital	X	Prisma Health Greenville Memorial Hospital
X	Prisma Health Baptist Parkridge Hospital	X	Prisma Health Greer Memorial Hospital
X	Prisma Health Richland Hospital	X	Prisma Health Hillcrest Hospital
X	Prisma Health Tuomey Hospital	X	Prisma Health Laurens County Hospital
X	Prisma Health Children’s Hospital-Midlands	X	Prisma Health Oconee Memorial Hospital
X	Prisma Health Heart Hospital	X	Prisma Health North Greenville Hospital
X	PH USC Medical Group	X	Prisma Health Patewood Hospital
X	Provider based facilities associated with Prisma Health-Midlands hospitals	X	Prisma Health Surgery Center - Spartanburg
		X	Prisma Health Marshall I. Pickens Hospital
		X	Prisma Health Children's Hospital-Upstate
		X	Prisma Health Roger C. Peace Hospital
		X	Prisma Health Baptist Easley Hospital
		X	University Medical Group UMG/PIH
		X	Provider based facilities associated with Prisma Health-Upstate hospitals

Policy Statement:

Team Members are encouraged to support Prisma Health on established Prisma Health social networking sites when engaging in internet usage outside of the workplace. However, Team Members’ use of social media can pose risks to Prisma Health’s confidential and proprietary information, reputation and brands, case expose Prisma Health to discrimination and harassment claims and can jeopardize Prisma Health’s compliance with business rules and laws. To minimize these risks, to avoid loss of productivity and distraction from Team Members’ job performance, and to ensure Prisma Health’s resources and communications systems are used appropriately, Prisma Health expects its team members to adhere to the following guidelines and rules regarding social media usage.

Associated Policies and Procedures:

- [Human Resources - Discrimination & Harassment](#)
- [Human Resources - Confidentiality](#)

Printed copies are for reference only. Please refer to the electronic copy for the latest version.

Associated Lippincott Procedures: (as applicable)

N/A

Definitions:

1. Social Media and Online Presence: Websites and applications that enable users to create, share content, comment on or participate in social networking.
2. Confidentiality of Patient Information: Any patient information which may include, but is not limited to, name, photograph, social security number, address, diagnosis or prognosis, treatment, date of admission or discharge, or any other identifying information which may be protected by HIPAA.
3. Confidentiality of Prisma Health Information: Any information that is confidential or propriety to Prisma Health or any third party that has disclosed information to Prisma Health, including but not limited to operations, finance, or strategy.

Responsible Positions:

N/A

Equipment Needed:

N/A

Procedural Steps:

1. Guidelines
 - 1.1. Social media should never be used in a way that violates any other Prisma Health policy or employee obligation. If your social media activity would violate any of Prisma Health's policies in another forum, it will also violate them in an online forum and you may be subject to discipline, up to and including termination. For example:
 - 1.1.1. Prisma Health's Behavior Essentials and related policies may apply to online activity as well as policies prohibiting harassment, discrimination and retaliation. This is regardless of whether the activity involves, is directed to, or is about Prisma Health's team members, patient population, customers, vendors or other third parties.
 - 1.1.2. Team members are required to comply with HIPAA Privacy Rule regulations and Prisma Health policies regarding the same, by not discussing or acknowledging current or former patients, their illness or their care, nor post patient photos or stories to any online presence. To guard against inadvertent HIPAA violations and to otherwise protect the privacy rights of current or former patients, posting or acknowledging patient stories or information requires approval from Marketing and completion of an appropriate Patient Consent Form.

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- 1.1.3. Team members via online activity should take care to protect Prisma Health's confidential and proprietary information by not posting it online.
- 1.1.4. Team member policies related to IT resources and communications systems may also apply.
- 1.2. Do not use Prisma Health's logo, trademark or graphics without written consent from Prisma Health Marketing & Communications. Respect copyright laws, and reference or cite sources appropriately. Plagiarism also applies to online posts and may result in prosecution and penalties.
- 1.3. Team members who are contacted seeking an official comment on behalf of Prisma Health are required to refer that person to Marketing and Community Relations. Unless given permission by Prisma Health Marketing & Communications, team members are not authorized to speak or post on behalf of Prisma Health, or to represent themselves as doing so. When posting your personal point of view, you are responsible for avoiding any statement or implication that the views you express are those of Prisma Health.
- 1.4. Web pages or pages on social media sites, created on the name of Prisma Health, any of its hospitals, departments, service lines, sites, facilities, events or entities, GME programs, employed physicians or physician practices, may not be established without permission. To request permission, please submit a written request to Prisma Health Marketing & Communications.
- 1.5. Team members should use their personal email addresses as their primary means of identification on social networking sites. Do not use a e-mail address provided by Prisma Health, or any of its affiliates to express personal views on a social networking platform or external website.
- 1.6. If a team member is offered compensation to participate online as a representative of Prisma Health, this could constitute a conflict of interest, and the relevant policies and guidelines would apply. Consult with your leader and or the Corporate Compliance Department if you are uncertain about participation.
- 1.7. Team members should contact their leader, Marketing, Human Resources, or the Office of Corporate Integrity if they are unsure about any particular posting.
- 1.8. All contents of Prisma Health's resources and communication systems are the property of Prisma Health. Therefore, Team Members should have no expectation of privacy whatsoever in any message, files, data, document, social media post, or any other kind of information or communication transmitted to, received or printed from, or stored or recorded on the company's electronic information and communication systems.
- 1.9. This policy is not intended to restrict communications or actions protected or required by state or federal law.

References:

N/A

Appendices:

N/A