
Social Media Policy - Sample

Scope

This policy applies to all employees, directors, officers as well as those acting for or on behalf of our office.

Purpose

This policy provides guidance on the proper and acceptable use of social media through both external platforms (External Social Media) including YouTube, LinkedIn, Facebook, Twitter, Instagram, Pinterest, Snapchat, Tik Tok, or any other existing or future social media platform, as well as internal social media tools like Slack, Microsoft Teams, Yammer, and other future social media tools used by the office internally (Enterprise Social Media).

Policy

The office recognizes that the internet provides an opportunity to participate in interactive discussions and share information on topics using a wide range of social media platforms. This includes posting comments, pictures, videos, blogs; using forums; sending private messages relating to the office, its patients, or colleagues; and sharing and circulating posts.

Only those employees who have responsibility for media communications and use External Social Media as part of their job duties are authorized to speak on behalf of the company and must do so in compliance with the office's approved messages.

Our office's approved messages are: *[Examples, please update for your needs]*

- *Template for negative reviews or messages: We appreciate your feedback and are committed to providing the best patient care. Due to federal regulations, complaints cannot be addressed online. If you have had a negative experience with our practice, please contact us at [phone number]/[email]. We would love the opportunity to discuss and resolve your issue.*
- *Example template for positive reviews or messages: Thank you for leaving us a positive review and sharing your feedback with us and the community. We are pleased to hear you had a positive experience!*

Even when used outside of work, social media activities have the potential to adversely affect the office and its business interests. As a result, such activities are a proper focus for the office's attention. When participating in social media activities, there is a difference between speaking on behalf of the company; speaking about the company, including talking about any of our employees, products, patients, or business partners; and speaking on your own behalf about matters unrelated to the company.

External Social Media Use

Those of us not authorized to speak on behalf of the office should keep the following in mind when using External Social Media and communicating (directly or indirectly) about the office, any of our employees, products, patients, or business partners:

- Be truthful and honest. Tell the truth, and if you have made a mistake, issue a prompt clarification or withdrawal (whatever action may suit the circumstance).
- No patient information should ever be discussed on External Media Sources.
- Be respectful. Put the office's values into practice. Be respectful of all individuals, races, religions, and cultures. The way you conduct yourself online (even if not speaking on behalf of the office) reflects on you and our office.
- Please respond carefully and remember your online postings and conversations are not private (and may last for a very long time).
- Be mindful that different cultures have different values and standards of behavior. Statements considered acceptable in one culture may be offensive to others. Keep this in mind when you are participating in online communications.
- Remember, you are responsible for your actions. Realize what you post may be shared by others or even go viral, spreading rapidly. You are personally responsible for the content you publish on social media; this means you should use common sense and use caution with social media as you do with other forms of communication.
- Do not post or reply to any posts about the office unless you are an authorized representative of the office. If you see something that needs to be addressed, please contact [*Contact Person and Information*].
- Do not post information about a competitor, outside person, supplier, or other company, considering intellectual property rights and privacy concerns of others.
- Should you become aware of a violation of this policy or have a concern about the appropriateness of any External Social Media post, please contact [*Contact Person and Information*].

Use of Internal Enterprise Social Media

Enterprise Social Media provides an environment for the office employees to innovate, connect, share, express personal views, and engage in open discussions about matters of legitimate business interest with colleagues. When using Enterprise Social Media:

- Make sure your content is productive, work-related, and professional. Use the same etiquette required for communications in corporate emails, telephone, and face-to-face conversations with other employees.
- Be thoughtful and respectful in constructing posts so the Enterprise Social Media remains a place for all employees to feel comfortable participating in and learning from.
- Use good judgement when considering how to use information or opinions found on Enterprise Social Media and consult your manager for any clarification you may require.
- Do not consider information contained in the Enterprise Social Media as official communication from the office.
- Respect each other's privacy. Do not share personal information about colleagues without their explicit consent. Personal information includes, but is not limited to, personal email addresses, home addresses, home or cell phone numbers, and photos or videos.
- Should you become aware of a violation of this policy or have a concern about the appropriateness

of any External Social Media post, please contact [*Contact Person and Information*].

Responsibilities:

All Employees are responsible for:

- Being familiar with this policy and acting in compliance with it when using External or Enterprise Social Media,
- Reporting any violations of this policy that they become aware of, and
- Asking for clarification and guidance for any questions they may have about this policy.

All managers/supervisors are responsible for:

- Leading by example and demonstrating a culture that values speaking up and compliance risk reduction,
- Ensuring their staff members are informed about this policy,
- Promptly reporting any potential compliance issues, they become aware of.

I have read and understand this policy. I understand my responsibilities and potential disciplinary sanctions for any offense I commit, as described above. I have also been given the opportunity to ask questions about this policy.

EMPLOYEE SIGNATURE

DATE OF SIGNATURE

EMPLOYEE'S PRINTED NAME FIRST AND LAST

OFFICE MANAGER/SUPERVISOR SIGNATURE

DATE OF SIGNATURE

OFFICE MANAGER/SUPERVISOR PRINTED NAME FIRST AND LAST