

## **QUILLEN ETSU PHYSICIANS**

**Policy Title:** Social Media and Social Networking  
**Policy Manual Section:** General Operating  
**Policy Number:** HIP GO 040 A  
**Effective Date:** April 14, 2003  
**Date of Approval:** November 12, 2014

### **Review/Revision History:**

<b>Reviewed by:</b>	<b>Date:</b>	<b>Revision Number: (i.e. A, B, C)</b>
Operations Committee	11/12/2014	A

### **APPROVED BY:**

**Signature:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

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### **Policy:**

The use of social media may have benefits for Quillen ETSU Physicians, such as for increased awareness of our services, more traffic to our website, improved insights as to how our consumers perceive us, effective marketing, and the like.

### **Definitions:**

The following definitions apply to this Social Media and Social Networking Policy:

- **Social media:** Forms of electronic communications, such as websites for social networking and microblogging (a web service that allows subscribers to broadcast short messages to other subscribers to the service), through which users create online communities to share information, ideas, personal messages, and other content, such as digital images and videos.
- **Workforce:** Directors, officers, employees, independent contractors who work at the facility, students, and volunteers that perform services for or on behalf of Quillen ETSU Physicians.

**Procedure:**

1. In this Quillen ETSU Physicians Social Media and Social Networking Policy, the absence of or lack of explicit reference to a specific website does not limit the extent of the application of this policy.
2. Where no policy or guideline exists, employees and other workforce members should use their professional judgment and take the most prudent action possible. Consult with your manager or supervisor if you are uncertain.
3. By posting on any Quillen ETSU Physicians social media website and by accessing, viewing, and/or posting any content related directly or indirectly to Quillen ETSU Physicians on any social media website on the internet, you accept and agree to, without limitation or qualification, the following terms of use in this Social Media and Social Networking Policy.
4. If you do not agree to the terms of this Social Media and Social Networking Policy, you may not view or post any content to any social media website on the internet.
5. Your use of social media websites is acceptance of this Social Media and Social Networking Policy and has the same effect as if you had actually physically signed this policy verifying acceptance of its terms.
6. Quillen ETSU Physicians workforce members are prohibited from posting any content that is personal individually identifiable health information, including but not limited to protected health information ("PHI"), including patient images, on any social media website.
7. Quillen ETSU Physicians workforce members are also prohibited from using the social media website to provide medical advice or medical commentary by workforce members that are not physicians or other clinicians or to use the social media website to make, recommend, or increase referrals to physicians or other clinicians that are not employed by Quillen ETSU Physicians.
8. Quillen ETSU Physicians workforce members are prohibited from posting any Quillen ETSU Physicians personnel information or any information about any legal issue or case involving Quillen ETSU Physicians or any of its workforce members.
9. As a guest posting content to any social media website, Quillen ETSU Physicians workforce members are prohibited from doing any of the following:
  - a. Violating any local, state, federal, or international laws and regulations, including but not limited to copyright and intellectual property rights laws regarding any content that Quillen ETSU Physicians workforce members send or receive via this Social Media and Social Networking Policy.

- b. Transmitting any material (by uploading, posting, email, or otherwise) that is unlawful, disruptive, threatening, profane, abusive, harassing, embarrassing, tortious, defamatory, obscene, libelous, invasive of another's privacy, hateful, or racially, ethnically, or otherwise objectionable as solely determined in Quillen ETSU Physicians' discretion.
  - c. Impersonating any person or entity or falsely state or otherwise misrepresent your affiliation with a person or entity.
  - d. Transmitting any material (by uploading, posting, email, or otherwise) that you do not have a right to make available under any law or contract.
  - e. Transmitting any material that infringes any patent, trademark, trade secret, copyright, or other proprietary rights of any party.
  - f. Transmitting (by uploading, posting, email, or otherwise) any unsolicited or unauthorized advertising (including advertising of services or products of other entities), promotional materials, junk mail, spam, chain letters, pyramid schemes, or any other form of solicitation.
  - g. Transmitting any material that contains software viruses or other malware.
  - h. Attempting to collect or store personal data about third parties without their knowledge or consent.
  - i. Sharing confidential pricing information of any party.
10. Quillen ETSU Physicians reserves the right to monitor (audit), prohibit, restrict, block, suspend, terminate, delete, and/or discontinue your access to any social media website at any time without notice for any reason in its sole discretion.
11. Quillen ETSU Physicians may remove, delete, block, filter, or restrict by any other means any materials in Quillen ETSU Physicians' sole discretion.
12. By using social media websites, Quillen ETSU Physicians workforce members understand and agree that Quillen ETSU Physicians may disclose your communications and activities with Quillen ETSU Physicians in response to lawful requests by governmental authorities, including USA PATRIOT Act requests, judicial orders, warrants, and subpoenas, or for the protection of Quillen ETSU Physicians' rights. You agree that in the event that Quillen ETSU Physicians exercises any of its rights under this paragraph for any reason, Quillen ETSU Physicians will have no liability to you.
13. Workforce members shall defend, indemnify, and hold Quillen ETSU Physicians and its officers, directors, employees, contractors, agents, successors and assigns harmless from and against, and shall promptly reimburse them for, any and all losses, claims, damages, settlements, costs, and liabilities of any nature whatsoever (including reasonable attorney's fees) to which any of them may

become subject arising out of, based upon, as a result of, or in any way connected with, the workforce member's posting of any content to a social media website, any third party claims of infringement, or any breach of this Social Media and Social Networking Policy.

14. Comments to the Quillen ETSU Physicians sponsored sites, such as its blog, website online feedback form, or social media sites, including Twitter, Facebook, and YouTube, are welcome and encouraged. To promote respectful discussion within these forums, we request that you be courteous and productive and avoid comments that are profane, obscene, offensive, sexually explicit, inappropriate, inflammatory, or otherwise objectionable.
15. Blogs often foster debate of an issue; Quillen ETSU Physicians workforce member users are expected to engage in such exchanges with mutual respect for others' opinions.
16. For the privacy of Quillen ETSU Physicians users and their families, please be advised that all postings to websites sponsored by Quillen ETSU Physicians will be publicly available on the internet and therefore publicly accessible without limitation or protection of any kind. Please consider how much personal information to share, with the understanding that this information may be linked to your name and published on the internet for all the world to see.
17. By posting a comment or other material to websites sponsored by [name of organization], users give Quillen ETSU Physicians the irrevocable right and license to exercise all copyright, publicity, and other rights with respect to any content that you provide, which includes using your submission for any purpose in any form on any media, including but not limited to displaying, modifying, reproducing, distributing, creating other works from, and publishing your submission.
18. Quillen ETSU Physicians reserves the right to review all comments before they are posted and to edit them to preserve readability for other users and to protect Quillen ETSU Physicians from exposure to liability.
19. Quillen ETSU Physicians reserves the right to determine in its sole discretion which submissions meet its qualifications for posting and to reject or remove comments for any reason, including but not limited to our belief that the comments violate this Social Media and Social Networking Policy.
20. Quillen ETSU Physicians reserves the right to amend this Social Media and Social Networking Policy from time to time in our judgment to address issues that may arise and changes in our operations or the law.