

NEVADA REGIONAL MEDICAL CENTER

Title/Description:	SOCIAL MEDIA – EMPLOYEE POLICY	Index Number:	950.942
Applies To:	ALL NRMC EMPLOYEES	Effective Date:	09/10
Authorized By:	ADMINISTRATION	Supersedes No.:	
		Dated:	NEW
Signatures:			

The main thing NRMC employees need to remember about blogs and social networking sites is that the same basic policies apply in these spaces as in other areas of their lives. The purpose of these guidelines is to help employees understand how NRMC policies apply to these newer technologies for communication, so you can participate with confidence not only on this blog, but in other social media platforms.

Follow all applicable NRMC policies. For example, you must not share confidential or proprietary information about NRMC and you must maintain patient privacy. Among the policies most pertinent to this discussion are those concerning government affairs, mutual respect, political activity, Computer, E-mail & Internet Use, photography and video, release of patient information to media, patient confidentiality and the code of ethics.

Write in the first person. Where your connection to NRMC is apparent, make it clear that you are speaking for yourself and not on behalf of NRMC. In those circumstances, you may want to include this disclaimer: “The views expressed on this [blog; website] are my own and do not reflect the views of my employer.” Consider adding this language in an “About me” section of your blog or social networking profile.

If you communicate in the public internet about NRMC or NRMC-related matters, disclose your connection with NRMC and your role here. Use good judgment and strive for accuracy in your communications; errors and omissions reflect poorly on NRMC, and may result in liability for you or NRMC.

Use a personal email address (not your nrmchealth address) as your primary means of identification. Just as you would not use NRMC stationery for a letter to the editor with your personal views, do not use your NRMC e-mail address for personal views.

If your blog, posting or other online activities are inconsistent with, or would negatively impact NRMC’s reputation or brand, you should not refer to NRMC, or identify your connection to NRMC.

Be respectful and professional to fellow employees, business partners, competitors and patients. Avoid using unprofessional online personas.

Social media sites are available for employee use in the Café Commons area at NRMC. Ensure that your blogging and social networking activity does not interfere with your work commitments.

Ask the Community Relations Department if you have any questions about what is appropriate to include in your blog or social networking profile. Remember that if you wouldn't want your manager or others at NRMC to see your comments, it is unwise to post them to the Internet.

Guidelines for Official NRMC Participation

Some NRMC staff may be interested in engaging in internet conversations for work-related purposes, or may be asked by supervisors or leadership to participate, in support of the hospital's organizational objectives. Such engagement on behalf of NRMC, including establishment of official external sites representing NRMC or any of its facilities, must be approved and coordinated through the Community Relations Department. Community Relations provides oversight and assistance to guide development of new social media platforms, sharing knowledge and instituting best practices for successful implementation.

Use of external Web sites for work-related purposes (e.g. photo sharing through Flickr.com) must be first approved by Community Relations in conjunction with the Compliance Officer.

Code of Ethics

As NRMC engages in conversations on the Internet, the following code of ethics applies, both in NRMC-sponsored sites and in comments on other sites.

- NRMC blog posts and comments will be accurate and factual.
- NRMC will acknowledge and correct mistakes promptly.
- When corrections are made, NRMC will preserve the original post, showing by strikethrough what corrections have been made, to maintain integrity.
- NRMC will delete spam and/or comments that are off-topic.
- NRMC will reply to emails and comments when appropriate.
- NRMC will link directly to online references and original source materials.
- NRMC staff will disclose conflicts of interest and will not attempt to conceal their identity or that they work for NRMC.

Failure to Comply

If an employee is found to be in violation of the social media policy, the employee will be disciplined in an appropriate manner, up to and including immediate termination from employment. The appropriate discipline to be taken will be determined on a case-by-case basis.