

SOCIAL MEDIA USE POLICY

PURPOSE

PRACTICE NAME may utilize social media and social network sites to further enhance communications with clients. PRACTICE NAME has the ability to publish articles, facilitate discussions and communicate information through various media. Social media facilitates further discussion of pet health care education and services by providing clients the opportunity to participate in many ways using the Internet.

POLICY

PRACTICE NAME social media sites shall be (1) approved by the practice owner; (2) published using approved social networking platform and tools; and (3) administered by the management team or their designee. Designees can be any employee or volunteer designated by the requesting administrator that has a complete understanding of this policy and has appropriate content and technical experience.

Freedom of Information Act and e-discovery laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.

All social network sites and entries shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.

Content submitted for posting that is deemed not suitable for posting by the business owner because it is not topically related to the particular social networking site objective being commented upon, or is deemed prohibited content based on the criteria will be objected along with a description of the reason the specific content is deemed not suitable for posting.

PRACTICE NAME reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.

Each of PRACTICE NAME social networking site shall include an introductory statement which clearly specifies the purpose and topical scope of the blog and social network site. Where possible, social networking sites should link back to the official PRACTICE NAME Internet site for educational documents and other information.

PRACTICE NAME social networking content and comments containing any of the following forms of content shall not be allowed for posting:

- a. Comments not topically related to the particular site or blog article being commented upon;
- b. Profane language or content;
- c. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- d. Sexual content or links to sexual content;

SOCIAL MEDIA USE POLICY

- e. Solicitations of commerce;
- f. Conduct or encouragement of illegal activity;
- g. Information that may tend to compromise the safety or security of the public
- h. Content that violates a legal ownership interest of any other party
- i. Client or patient information including photography or video
- j. Private information regarding the practice (i.e. financial information, ownership, employees, clients, patients, etc.)

All PRACTICE NAME social networking moderators shall be trained regarding the terms of this policy, including their responsibilities to review content submitted for posting to ensure compliance with the policy.

All social networking sites shall clearly indicate they are maintained by the PRACTICE NAME HERE and shall have PRACTICE NAME contact information prominently displayed.

Where appropriate, PRACTICE NAME IT security policies shall apply to all social networking sites and articles.

Employees representing PRACTICE NAME via social media outlets must conduct themselves at all times as a representative of PRACTICE NAME and in accordance with all human resource policies.

Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

DEFINITIONS

For the purpose of this PRACTICE NAME Social Media Policy, the following terms are defined as provided below:

Social Media: Social media is content created by individuals using accessible and scalable technologies through the Internet. Examples of social media include Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Flickr, etc. **Blog:** (an abridgment of the term web log) is a PRACTICE NAME website with regular entries of commentary, descriptions of events, or other material such as graphics or video.

PRACTICE NAME author: An authorized PRACTICE NAME employee that creates and is responsible for posted articles and information on social media sites (see article below).

Article: An original posting of content to PRACTICE NAME social media site by an PRACTICE NAME author.

SOCIAL MEDIA USE POLICY

Commenter: A PRACTICE NAME employee or member of the public who submits a comment for posting in response to the content of a particular PRACTICE NAME article or social media content.

Comment: A response to a PRACTICE NAME article or social media content submitted by a commenter.

PRACTICE NAME moderator: An authorized PRACTICE NAME employee, who reviews, authorizes and allows content submitted by PRACTICE NAME authors and public commentators to be posted to PRACTICE NAME social media sites.

Employee Guidance for Participating in Social Networking

The board understands that social networking and Internet services have become a common form of communication in the workplace and among members. Social networks are online communities of people or organizations that share interests and/or activities and use a wide variety of Internet technology to make the interaction a rich and robust experience. Employees or members that choose to participate in social networks as a PRACTICE NAME employee or member should adhere to the following guidelines:

1. Board policies, rules, regulations and standards of conduct apply to employees or members that engage in social networking activities while conducting PRACTICE NAME business. Use of your PRACTICE NAME e-mail address and communicating in your official capacity will constitute conducting PRACTICE NAME business.
2. PRACTICE NAME employees or members must notify their supervisor and the IT department if they intend to create a social networking site or service to conduct PRACTICE NAME business.
3. Departments have the option of allowing employees or members to participate in existing social networking sites as part of their job duties. PRACTICE NAME may allow or disallow employee participation in any social networking activities in their departments.
4. Protect your privacy, the privacy of citizens, and the information the PRACTICE NAME holds. Follow all privacy protection laws, i.e., HIPPA, and protect sensitive and confidential PRACTICE NAME information.
5. Follow all copyright laws, public records laws, retention laws, fair use and financial disclosure laws and any others laws that might apply to the PRACTICE NAME or your functional area.
6. Do not cite vendors, suppliers, clients, citizens, co-workers or other stakeholders without their approval.
7. Do not use ethnic slurs, profanity, personal insults, or engage in any conduct that would not be acceptable in the workplace. Avoid comments or topics that may be considered objectionable or inflammatory.
8. If you identify yourself as a PRACTICE NAME employee or member, ensure your profile and related content is consistent with how you wish to present yourself to colleagues, citizens and other stakeholders.

SOCIAL MEDIA USE POLICY

9. Correct your mistakes, and don't alter previous posts without indicating that you have done so. Frame any comments or opposing views in a positive manner.

10. Add value to the PRACTICE NAME through your interaction. Provide worthwhile information and perspective.

Employee or Member Printed Name: _____

Employee or Member Signed Name: _____

Date: ____/____/____