

Bacharach Institute for Rehabilitation

Title: Social Media Policy

Date formulated: 10/2014

Policy #: IM 04.05.03

Approved by: Mary Joyce Perskie

New: 8/2017

AIM: To ensure that social media are used for the benefit of the hospital and its programs

POLICY:

Bacharach encourages and appreciates participation in Bacharach social media, but reserves the right to delete any content that does not meet our standards, which are clearly outlined in the Terms and Conditions listed below.

By accessing Bacharach social media, users accept these Terms and Conditions; users who do not accept the terms and conditions may not use Bacharach social media sites.

Terms and Conditions:

1. Bacharach encourages your comments and participation in our social media channels. However, we reserve the right to delete any comments that are off topic, contain inappropriate language, are spam or are advertising.
2. Users are responsible for content submitted to social media sites as all entries/postings are considered a business record. You may not submit any material or content that infringes on the rights of any other party. You may not submit material that is abusive, profane, defamatory or otherwise objectionable. You may not submit any content that is subject to copyright or other proprietary restriction
3. Bacharach reserves the right to remove at its discretion any content submitted by users.
4. Bacharach has and exercises the right to monitor all related social media sites. Bacharach has the right to restrict access or block any user who engages in inappropriate activity on its social media platforms.
5. Bacharach may disclose your communications and activities with Bacharach social media in response to governmental authorities, warrants or subpoenas.

6. Users of Bacharach social media assume all responsibility for risk associated with security, privacy, and confidentiality associated with posting content on the internet. In consideration of your privacy and the privacy of others you should think carefully before posting medical information, as social media is not private.

7. Employees using social media may not disclose any patient identifiable information of any kind on any social media without the express written permission of the patient. Even if an individual is not identified by name within the information you consider to use or disclose, if there is a reasonable basis to believe that the person could still be identified from that information, then its use or disclosure could constitute a violation of the Health Insurance Portability and Accountability Act (HIPAA) and Bacharach Institute for Rehabilitation's confidentiality policy.

8. Employees may not disclose any personal information obtained through records or documents viewed or obtained through the normal course of business at Bacharach Institute for Rehabilitation.

9. The use of cell phones to take pictures or videos in public spaces where therapy is taking place is strictly forbidden. Family members who wish to record a loved one must seek permission to do so in a setting that will not inadvertently record the presence of any other person.

10. Users of Bacharach social media agree to hold Bacharach harmless from any claims arising from your use of Bacharach social media.

Related policies:

IM 4.12 Internet Use

HR 2.10.01 Communication Methods

Bacharach Institute for Rehabilitation Notice of Privacy Practices