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POLICY

At Pikeville Medical Center (PMC) we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all employees who work for PMC.

Managers and supervisors should consult with Human Resources for additional guidance in administering the policy.

PROCEDURE

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with PMC, as well as any other form of electronic communication.

The same principles and guidelines found in PMC policies and three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects patients, customers, suppliers, people who work on behalf of PMC or PMC's legitimate business interests may result in disciplinary action up to and including termination.

Know and follow the rules

Carefully read these guidelines, the PMC Confidentiality Policy, the PMC Media Relations Policy, PMC Code of Conduct, PMC Standards of Behavior and the Anti-Harassment Policy, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Be respectful

Be respectful and professional when using social media tools. Posts should not have the effect or intention of causing embarrassment, disparagement, damage or injury to the reputation, business, or standing of PMC or fellow employees and posts should not reflect negatively on PMC. Always be fair and courteous to fellow employees, customers, patients, suppliers or people who work on behalf of PMC. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers, speaking directly with management or Human Resources than by

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posting complaints to a social media outlet. Avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, patients, co-workers or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about PMC, fellow employee, patients, customers, suppliers, and people working on behalf of PMC or competitors.

Post only appropriate and respectful content

Maintain the confidentiality of PMC trade secrets and private or confidential information. Trades secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.

Respect financial disclosure laws. It is illegal to communicate or give a "tip" on inside information to others so that they may buy or sell stocks or securities. Such online conduct may also violate the Insider Trading Policy.

Do not create a link from your blog, website or other social networking site to a PMC website without identifying yourself as a PMC employee.

Express only your personal opinions. Never represent yourself as a spokesperson for PMC. If PMC is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of PMC, fellow employees, patients, customers, suppliers or people working on behalf of PMC. If you do publish a blog or post online related to the work you do or subjects associated with PMC, make it clear that you are not speaking on behalf of PMC. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of PMC."

Patient Privacy

Employees may only disclose patient information via the Internet in the performance of their official PMC job duties in accordance with the requirements of all applicable privacy laws (including HIPAA) and all applicable PMC policies. Employees may not disclose patient information via the Internet while off duty.

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Employees may not disclose any patient information (even if the particular patient cannot be identified) on any Social Media Sites at any time.

Employees whose job duties do not include release of patient information may not disclose any patient information (even if the particular patient cannot be identified) via the Internet in any form.

Photographs & Video

Employees may not, whether on duty or off duty, post any photographs or videos on any Internet site, including, but not limited to any Social Media Sites, that depict any of PMC's property, facilities, equipment, or operations unless such activities are a part of the employee's official PMC job duties and such posting has been approved in writing by the CEO.

Employees may not, whether on duty or off duty, post any photographs or videos on any Internet site, including, but not limited to any Social Media Sites, that depict any person (including, but not limited to patients, employees, non-employed practitioners, and visitors) on PMC's premises unless:

- i. written permission has been granted by each person depicted in the photograph or video, and
- ii. such activities are a part of the employee's official PMC job duties, or such posting has been approved in writing by the CEO.

Using social media at work

Do not use social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the PMC Policy. Do not use PMC email addresses to register on social networks, blogs or other online tools utilized for personal use.

Accessing the internet while on duty

Employees are not permitted to access the Internet, including, but not limited to, any Social Media Sites, while on duty unless such activities are part of the employee's official PMC job duties.

Accessing the Internet with PMC Equipment

Employees are not permitted to access the Internet, including, but not limited to, any Social Media Sites, utilizing any PMC equipment while off duty.

Retaliation is prohibited

PMC prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

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Media contacts

Employees should not speak to the media on PMC's behalf without contacting the Public Relations Department. All media inquiries should be directed to them.

For more information

If you have questions or need further guidance, please contact your HR Department.