

## New Hope Clinic Social Media Policy

### **Employee/Volunteer Social Media Usage**

At New Hope Clinic we believe in open communication and you are encouraged to tell the world about your work and share your passion. However, new ways of communication are changing the way we talk to each other and even to our patients, target audiences and partners. In order to avoid any problems or misunderstandings, we have come up with a few guidelines to provide helpful and practical advice for you when operating on the internet as an identifiable employee or volunteer of New Hope Clinic. It is perfectly fine to talk about your work and have a dialogue with the community. However, you are expected to follow the terms of the **confidentiality agreement** you have signed. Please act responsibly with the information you are entrusted with.

- Volunteers and employees should only act as official representatives of the clinic if they are assigned to by their job description or supervisor. Very few people are official spokespersons for New Hope Clinic, so if you are not one of them you must make clear that you are speaking for yourself and not for the clinic.
- You are **personally responsible** for the content you publish on blogs, websites or any other forms of user-generated media. **Common sense** is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, review it. If you are still unsure and it is related to New Hope Clinic, talk to your supervisor. When you discuss New Hope Clinic-related matters on the internet, you must **identify yourself** with your name and, when relevant, your role at New Hope Clinic. You can use a disclaimer like "*The postings on this site are my own and do not necessarily represent the position, strategy or opinions of New Hope Clinic.*" Please always write in the first person and don't use your clinic email address for private communications.
- Volunteers and employees should not engage in any act which may affect or hold the organization liable. Even if you act with the best intentions, you must remember that anything you put out there about New Hope Clinic can potentially harm the clinic. As soon as you act on the clinic's behalf by distributing information, you are upholding the clinic's image.
- Messages from our Executive Director to employees and volunteers are **not meant for the media**. If we as an organization wanted a newspaper to know how our Director sees the future of the clinic, we will publish a media release and tell them.
- Be aware that others will **associate you with your employer** when you identify yourself as such. Please ensure that your Facebook, LinkedIn, Twitter, or Instagram profiles and related content are consistent with how you wish to present yourself with patients and colleagues.
- Don't cite or reference patients, partners or suppliers without their approval. When you do make a **reference**, where possible, link back to the source.
- **Respect your audience** and think about **consequences**. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable at New Hope Clinic. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory.
- New Hope Clinic is not to be affiliated with any political or religious party. Therefore you may not advocate any such group while identifying yourself as a representative from the clinic.
- **Do not comment** on work-related legal matters unless you are an official spokesperson, and have the legal approval by New Hope Clinic to do so. Talking about revenues, future programs, unannounced financial results of fundraisers or similar matters will result in disciplinary action and could have legal consequences for the Clinic. Stay away from discussing financial topics and predictions of future performance at all costs.

### **CONFIDENTIALITY**

Employees and volunteers shall not post confidential information on New Hope Clinic's or personal social media accounts. This includes:

- Financial information
- Legal matters
- Campaign benchmarks
- Unreleased advertising or promotions
- Circulating rumors
- Colleagues or patient's personal information

Employees and volunteers posting on behalf of New Hope Clinic are to respectfully and professionally represent the organization, adhere to the terms and conditions of any third-party sites, and take full responsibility for their communication.