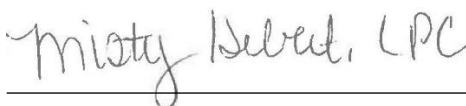



## Social Media Platforms

|                                       |  |                        |            |
|---------------------------------------|--|------------------------|------------|
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| <b>Document Owner's Approval:</b>     | <br><hr/> Misty Hebert, LPC, Deputy Director               |                        |            |
| <b>Executive Director's Approval:</b> | <br><hr/> Kristin Bonner, MHA, BSN, RN, Executive Director |                        |            |

### **Policy Statement:**

South Central Louisiana Human Services Authority (SCLHSA) shall utilize Social Media Platforms as a method for the distribution of health information, alerts, news, event updates and general inquiries.

### **Rationale:**

To provide guidelines for all SCLHSA staff and contract employees to participate in social media, both professionally and personally when acting on behalf of the agency.

### **Procedure:**

#### A. Definitions:

1. Content Owner(s)—Assigned by the Executive Director as the individuals responsible for monitoring and maintaining web content. This individual will be responsible for moderating comments and postings by internal and external users, including deleting comments and postings that do not meet the criteria set forth in this policy.
2. Social Media Platforms—Technology tools and online spaces for integrating and sharing user-generated content in order to engage constituencies in conversations and allow them to participate in content and community creation. Examples are Facebook, Twitter, LinkedIn and YouTube.

#### B. Official Social Media Communications:

Because of the evolving nature of social media platforms, these guidelines do not attempt to name every current and emerging platform. Rather, they apply to those cited and any other online platform available and emerging, including social networking sites and sites with user-generated content. Examples include, but are not limited to the following:

- YouTube
- Facebook
- LinkedIn
- Twitter
- Blogs

1. All posts should be conscious of the cultural sensitivity of employees, patients, Board Members, stakeholders and the community at large and take into consideration other individuals beliefs and views.

2. SCLHSA representation via online social media platforms can only be initiated and authorized through the efforts of the Executive Director and the Marketing Supervisor, who will remove any sites or pages existing without prior authorization as required above.
3. Content Owners, as named by the Executive Director, are responsible for posting and using content and maintaining compliance with SCLHSA behavior, HIPAA and policies related to Code of Ethics, Privacy, Security, Safety and Human Resources. Content Owners are also required to keep abreast of changes in policies or functionality of the social media platforms in use and maintain compliance with terms of service.
4. Content Owners are responsible for monitoring and maintaining web content as follows:
  - a. Content is current and accurate.
  - b. Content Owners engage in communications that are acceptable in the SCLHSA workplace and respect copyright disclosures. Proprietary financial, intellectual property, patient care or similar sensitive or private content may not be revealed.
  - c. Content Owners are responsible for gaining the expressed consent of all involved parties for the right to distribution or publication of recordings, photos, images, video, text, slideshow presentations, artwork, and advertisements whether those rights are purchased or obtained without compensation.
  - d. Content Owners are responsible for constantly monitoring postings and comments to social media sites, and for deleting posts that do not adhere to SCLHSA policies.
  - e. Content Owners are responsible for any patient or family member complaints about service or other issues on any social media platform and shall follow the procedure outlined in the Complaints/ Grievances Policy 102.

C. Guidelines for Online Professional or Personal Activity:

Online social media allows SCLHSA staff to engage in professional and personal conversations. These guidelines apply to staff who identify themselves with SCLHSA in social media venues such as professional society blogs, LinkedIn, Twitter, and/or Facebook, for deliberate professional engagement or casual conversation. All posts should be conscious of the cultural sensitivity of both employees, patients, Board Members, stakeholders and the community at large.

1. Follow the same SCLHSA behavior, HIPAA, Code of Ethics, Privacy and General Behavior Guidelines cited above including respecting copyrights and disclosures, and not revealing proprietary financial, intellectual property, patient care or similar sensitive or private content.
2. SCLHSA staff should be thoughtful about how they present themselves as a SCLHSA staff member on online networks. By virtue of identifying oneself as a part of SCLHSA in such a network, staff connect themselves to, and reflect upon, other SCLHSA staff, patients and the agency as a whole.
3. Remember that all content contributed on all platforms becomes immediately searchable and can be immediately shared. This content immediately leaves the contributing individual staff members' control forever.
4. Someone or some group offering to pay staff for participating in an online forum on any social media platform in their SCLHSA role, offers advertising for pay and/or endorsement, could constitute a violation of SCLHSA Code of Ethics, and SCLHSA policies and guidelines.
5. If someone from the media or press contacts staff about posts made in online forums that relate to SCLHSA in any way, staff should alert Management/Leadership immediately and contact the Executive Director before responding.
6. SCLHSA staff, outside of content owners, are not permitted to engage in social media activities that identify SCLHSA clients or may otherwise violate confidentiality policies.
7. Staff should **not** engage via social media with clients that are known to them solely through SCLHSA activities or services.

**Compliance Requirement:**

There are no compliance requirements for this policy.

**Attachments:**

- Employee's Social Media Form

**Linkages:**

- Complaints/ Grievances Policy 102