



SOCIAL MEDIA POLICY FOR PERENNIAL ANGELS HOMECARE EMPLOYEES

THIS POLICY COVERS SOCIAL MEDIA SITES OWNED AND GENERATED BY PERENNIAL ANGELS HOMECARE AS WELL AS SOCIAL MEDIA SITES IN WHICH AN EMPLOYEE OWNS AND OPERATES AND/OR POSTS COMMENTS.

Definition of Social Media and Social Networking

Social media and social networking refer to any online forum for two-way communication. Social media and social networking are categories of online, media where people are talking, participating, sharing, networking, bookmarking online.

Some examples, and there are many more in each category, and possibly more categories, include:

Professional Networking Sites: LinkedIn, Plaxo, Xing, Naymz, Ziggs

Personal Social Networking Sites: Twitter, Facebook, Instagram, Myspace

Corporate Sites: Fast Company, Crunchbase, Businessweek

Review Sites: Yelp, Trip Advisor, Google Places

Q&A Sites: LinkedIn Answers, OnStartups Answers, Business Answers, Facebook Questions

Media Site: YouTube, Flickr, Vimeo

Bookmarking Sites: StumbleUpon, Mixx

SOCIAL MEDIA SITES OWNED AND GENERATED BY PERENNIAL ANGELS HOMECARE

AS AN EMPLOYEE OF **PERENNIAL ANGELS HOMECARE**, BY POSTING ON ANY SOCIAL MEDIA SITE YOU AGREE TO THESE TERMS. **Perennial Angels Homecare** has created or plans to create public pages on social media sites for viewing content and/or videos and posting comments. These social media sites include but are not limited to various sites such as Facebook, Twitter, Instagram, YouTube, blogs, multimedia or other sites allowing user-generated content. By accessing, viewing and/or posting any content to any **Perennial Angels Homecare** social media site on the internet, you accept, without limitation or qualification the following terms of use. If you do not agree to the terms of this policy, you may not post any content to any **Perennial Angels Homecare** social media site.

Ownership of Work Product

Work product is defined as a blog entry, a video, and/or any posted item on any social media site/platform related to **Perennial Angels Homecare**. Work product created on any **Perennial Angels Homecare** social media site is owned by **Perennial Angels Homecare**. You grant to **Perennial Angels Homecare** the irrevocable right to reproduce, distribute, publish, and/or display such content and the right to create derivative works from this content, including usage, editing or modification of the content.



Perennial Angels Homecare Guidelines

All posted content is subject to review. **Perennial Angels Homecare** retains sole discretion and reserves the right to monitor, prohibit, restrict, block, suspend, terminate, delete, or discontinue your access to any **Perennial Angels Homecare** social media site, at any time, without notice and for any reason. You agree that in the event that **Perennial Angels Homecare** exercises any of its rights hereunder for any reason, **Perennial Angels Homecare** will have no liability to you.

If you have any questions regarding these policies and their application, please contact the office administrator.

SOCIAL MEDIA SITES OWNED AND GENERATED BY PERENNIAL ANGELS HOMECARE AS WELL AS SOCIAL MEDIA SITES ON WHICH AN EMPLOYEE OWNS AND OPERATES AND OR POST COMMENTS:

AS AN EMPLOYEE of **Perennial Angels Homecare**, BY POSTING ON ANY SOCIAL MEDIA SITE YOU AGREE TO THESE TERMS. By accessing, viewing and/or posting any content to any social media site on the internet, you accept, without limitation or qualification, the following terms of use. This policy applies to all **Perennial Angels Homecare** employees who participate in any form of personal and professional social media or social networking.

Perennial Angels Homecare Company Information Guidelines

Proprietary and confidential information should never be shared in any social media exchange or entry. Proprietary and confidential information is considered any **Perennial Angels Homecare** information that is not in the public domain to include, customer details, company financial data, employees information, or internal office communication. **Perennial Angels Homecare** intellectual property, logos, trademarks, and copyrights may not be used in any manner without the express permission from **Perennial Angels Homecare**.

Perennial Angels Homecare Patient/Client Information Guidelines

Employees may not use or disclose any patient/client identifiable information of any kind on any social media site without the express written permission of the patient/client and prior written approval from **Perennial Angels Homecare**. Even if an individual is not identified by name within the information used or disclosed, if there is reason 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 **Perennial Angels Homecare** policy. Disclosing confidential patient Protected Health Information (PHI) in an inappropriate manner is a federal offense. **Perennial Angels Homecare** employees should never publicly make comments about the care of a specific patient, especially online.

Perennial Angels Homecare Employee Information Guidelines

Employees are responsible for acting in a manner that is consistent with **Perennial Angels Homecare** values. To the end, employees are expected to be courteous, respectful, and thoughtful about how others may be affected by postings. Incomplete, inaccurate, inappropriate, threatening, harassing, or poorly worded posting may be harmful to other employees, damage employee relationships, undermine



Perennial Angels Homecare efforts to encourage teamwork, violate policy or harm **Perennial Angels Homecare**.

You agree that you will not:

- Post work-related information that may compromise **Perennial Angels Homecare** business practices or patient privacy and security.
- Engage in any form of harassment, including derogatory or inflammatory remarks about an individual's race, age, disability, religion, national origin, physical attributes, sexual preferences, or health condition
- Violate copyrighted or trademarked information

Employees engaging in external social media platforms that are personal and not agency affiliated are never to use the company's name in their identity (e.g. username, "handle", or screen name), nor should they speak as a representative of the company.

The nature of social media/social networking is instantaneous and once something is published it cannot be taken back. Any use of social media/social networking related to work and **Perennial Angels Homecare** must be thoughtful and carefully considered ahead of time.

Penalties

The inappropriate use of social media/social networking by **Perennial Angels Homecare** employees conflicts with **Perennial Angels Homecare** mission and values. The inappropriate use of social media/social networking compromises the privacy and security of confidential patient health or proprietary business information and shall be subject to corrective action, up to and including termination. In addition, breach of confidential patient health information may also be subject to legal proceedings and/or criminal charges.

SOCIAL MEDIA POLICY RECEIPT AND ACKNOWLEDGMENT

I further understand that Perennial Angels Homecare reserves the right to change the provisions of this SOCIAL MEDIA POLICY at any time.

My signature below indicates that I have received a copy of the SOCIAL MEDIA POLICY for PERENNIAL ANGELS HOMECARE EMPLOYEES.

I acknowledge that it is my responsibility to read and comply with the guidelines and policies set forth.

EMPLOYEE SIGNATURE

DATE

EMPLOYEE PRINTED NAME