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| Health Alliance’s social media POLICY | | | Champagne, IL  08/25/18 | Health Alliance |
| Purpose of the policy | | | |
| The purpose is to provide guidance on the use of social media/social networking sites and applications at Health Alliance. | | | |
| Personal use of social media in the workplace There is a zero tolerance for the use of all social media platforms on corporate devices for personal use. **Do not** access social media websites/applications on business computers, laptops, tablets, phones, and **do not** access social media websites/applications on personal devices whilst connected to the corporate’s internet.    All social media websites/applications sole purpose is to render information/aid, and to show what Health Alliance has to offer for all potential members and members of Health Alliance. | | | |
| Corporate use of social media in the workplace Health Alliance maintains accounts on various social media platforms. It is the responsibility of the Communications Department to control all content posted, as represented by Health Alliance, on any social media platform.  Communications will maintain a list of social media platforms that Health Alliance participates as well as a list of current employees that can post on those platforms.  All material and comments posted on social media sites must be reviewed and approved by Communications Department management. | | | |
| Social media Dos and DON’TSFor those who have access to post on behalf of the Corporate | | | |
| * Do not post anything racist, Homophobic, political, religious, or anything that would be offensive. * Do not share private corporate information. | * Be careful with how you word/structure your posts. * Emotion and Tone are everything. * Make sure the account has Two-factor authentication. | * When making a post make sure to identify yourself as the poster, via signature or name at the end of said post. * When posting Clarify whether the post is your personal viewpoint or that of corporate. | |

POTENTIAL RISKS

Social media sites are continually being targeted by attackers due to the popularity of the sites and the vulnerability of users. Malicious code can be embedded into these sites so Employees must not click on any suspicious links, ads, or banners to avoid infection of malicious code being installed onto the Employee’s computer without his/her knowledge