

GUIDELINES for EMPLOYEES IN SOCIAL MEDIA

The following guidelines provide information and things to consider, as well as City of Hope's policies as they pertain to employee activity in the Social Media space. These guidelines apply to all employees at City of Hope that participate in social media — on behalf of the institution or personally — when they identify themselves as an employee, staff member or other official association with our organization. Compliance with these guidelines is critical to maintaining the privacy of our patients and our integrity.

Types of Activity Covered by These Guidelines:

- Maintaining personal pages online, e.g., Facebook, etc.
- Blogging – maintaining a blog and commenting on a blog
- Participating in online forums/message boards
- Sharing public/authorized/published City of Hope content, e.g., video, photos, articles, Web pages
- Product/customer service reviews
- Editing Wikipedia pages

Guiding Principles and Things to Consider

Social Media is user-generated content and provides an opportunity to reach out to our patients, friends and supporters and introduce our institution to new audiences. However, it is very different from traditional communication and marketing channels because of its organic nature, as much of the content is user-generated and cannot always be controlled.

Once you enter this space, there is no longer a clear boundary between your personal life and your work life. Anything you do online that could affect our patients, our supporters, your colleagues and the institution as a whole must comply with these guidelines.

- Comply with existing City of Hope policies – Any communication must comply with City of Hope's [Code of Conduct](#) as well as existing City of Hope policies and procedures regarding safeguarding patient privacy and City of Hope's confidential information.
- Be aware of your association with City of Hope at all times – When you indicate or identify your association with our organization (e.g. listing City of Hope as your employer in your profile), you should act in a manner that does not bring City of Hope into disrepute.
 - Ensure your profile and related content is consistent with how you wish to present yourself with colleagues, your patients, your supporters, etc.
 - As an employee, you may be perceived as an “expert” or official representative of the institution. To avoid any confusion, you should:
 - Identify yourself — name and, when relevant, your role at City of Hope.
 - When you discuss City of Hope or topics related to our organization, write in the first person. You must make it clear that you are speaking for yourself and not on behalf of City of Hope.
 - If you publish any content and it refers to the work you do or subjects associated with City of Hope, include a disclaimer, e.g., "The postings on this site

are my own and don't necessarily represent City of Hope's positions, strategies or opinions."

- You may not disclose or share any patient information or City of Hope's confidential information, including business, financial or employee information. You will be personally responsible for any unauthorized disclosures.
- You may be held personally responsible for any inappropriate comments or activity.
 - You enter this public space at your own risk. Whether your social media activity is personal or on behalf of City of Hope, when you make public comments, you are responsible for them.
 - Outside parties can pursue legal action against you, and if you are perceived as representing City of Hope, against the institution as well for comments perceived as derogatory, defamatory, libelous, or harmful.
 - Do not use pseudonyms or comment regarding City of Hope anonymously – Assume that everything you write can be traced back to you and/or City of Hope. The Web is not anonymous.
- Respect your audience – Do not engage in any conduct that would not be acceptable at work.
- Be honest and transparent – Honesty and transparency are critical in the social media space. If you make a mistake – correct it quickly, honestly and openly. If you modify an earlier post, clearly reference the correction.

City of Hope Content

- Social media provides an opportunity for individuals to share City of Hope content with their community. To maintain the integrity of our brand and messaging, and to protect the organization and privacy of our patients, only approved, authorized and published content may be shared.
- Sharable content includes:
 - Any published news release, story or article
 - Any content on our external, public websites, e.g. Web pages, news and articles, video and photos
 - Any content on our official Social Media sites (YouTube, Facebook, Twitter, etc.)
 - Any other content approved by the Communications Department
- Do not share, distribute or make public any City of Hope content that:
 - Contains patient information without proper consent and release
 - Is internal, confidential or proprietary
 - Is outdated, not current or accurate
- If you are in doubt about whether it is appropriate to share certain content, contact the Communications Department for clarification.

Media & Press Inquiries

- Social media postings may generate media interest.
- You are not allowed or authorized to speak on behalf of City of Hope. If you are approached by a member of the media about any City of Hope-related posting or request, contact the media team immediately at ext. 62356.

- When City of Hope, as an institution, wishes to communicate publicly either to its constituents or the general public — it has well established means to do so.

Remember...

- Once you enter this space and identify your association with City of Hope, there is no longer a clear boundary between your personal life and your work life.
- What you publish will be public for a long time.
- We have a duty to our patients to protect their privacy and are bound by law to do so.
- We have a duty to City of Hope to protect our business.
- Our brand is best represented by our people and your posts may reflect on City of Hope's reputation and credibility.
- There are always consequences to what you publish. If in doubt — don't. You are ultimately responsible for what you post.

Questions? Please contact Web Marketing at webmarketing@coh.org.