



America's Essential Hospitals

SOCIAL MEDIA POLICY

This policy governs the publication of and commentary on social media by employees of America's Essential Hospitals and its related companies. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs; wiki's; and social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

America's Essential Hospitals employees are free to publish or comment via social media in accordance with this policy. America's Essential Hospitals employees are subject to this policy to the extent they identify themselves as an America's Essential Hospitals employee (other than as an incidental mention of place of employment in a personal blog on topics unrelated to America's Essential Hospitals).

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. As a rule of thumb, you should conduct yourself online in the same way you would conduct yourself in any other public setting, with a careful eye toward professionalism.

All uses of social media must follow the same ethical standards that America's Essential Hospitals employees must otherwise follow and all policies contained in the America's Essential Hospitals Employee Handbook.

Be sure to read the Code of Conduct on any site you contribute to.

SETTING UP SOCIAL MEDIA

Assistance in setting up social media accounts and their settings can be obtained from the America's Essential Hospitals Communications Specialist.

DON'T TELL SECRETS

It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes things such as unpublished details about company or employee financial information and private details

discussed with members. We must also respect the wishes of our members regarding the confidentiality of current projects.

PROTECT YOUR OWN PRIVACY

Privacy settings on social media platforms used for work purposes should be set to allow anyone to see profile information similar to what would be on the America's Essential Hospitals website (title, email, etc.). Be mindful of posting information that you would not want the public to see. We don't expect all of your social media use to be work-related, but we do expect you to keep the items you share with your close personal friends separate from what you share with your work "friends."

BE HONEST

Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name and be clear who you are. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

RESPECT COPYRIGHT LAWS

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than (or especially if you) reproduce it.

YOU ARE RESPONSIBLE

As an America's Essential Hospitals staff member, you are personally responsible for the content you publish on-line.

RESPECT YOUR AUDIENCE, AMERICA'S ESSENTIAL HOSPITALS AND YOUR COWORKERS

The public in general, and all America's Essential Hospitals employees and members, reflect a diverse set of customs, values and points of view. Remember that what you publish will be there for a long time. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration for topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of America's Essential Hospitals.

CONTROVERSIAL ISSUES

If you see misrepresentations made about America's Essential Hospitals in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Brawls may

earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

BE THE FIRST TO RESPOND TO YOUR OWN MISTAKES

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

THINK ABOUT CONSEQUENCES

For example, consider what might happen if an America's Essential Hospitals employee is in a meeting with a member or stakeholder and someone pulls up your blog and says, "This person at America's Essential Hospitals says XYZ."

What you write online can indeed impact how others perceive America's Essential Hospitals – remember how your words online can affect day-to-day business for your coworkers.

Ultimately, it's all about judgment: using your blog to trash or embarrass America's Essential Hospitals, our members, or your co-workers, is dangerous and ill-advised.

DISCLAIMERS

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged.

The Communications Specialist can provide you with applicable disclaimer language and assist with determining where and how to use that.

Social Media Tips

The best way to be interesting, stay out of trouble and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert - or of being boring - if you write about topics you are not knowledgeable about.

Quality matters. If you're not design-oriented, ask someone who is whether your blog looks decent, and take their advice on how to improve it.

Be real. Have personality. Engage!

ENFORCEMENT

Don't forget your day job. You should make sure your online activities do not interfere you're your job or commitments to members. Policy violations will be subject to disciplinary action, up to and including termination for cause. Social media is a very dynamic ecosystem, so don't be surprised if we continue to revise or elaborate on these guidelines at a later date.

America's Essential Hospitals Social Media Policy

My signature below affirms that I have read the above policy.

Maya Linson

Employee Signature

4/20/15

Date

Maya Linson

Print Name

I confirm that I have read the policy, which is for general employees. As the staff person designated to manage the association's online presence, I reserve the right to expand on these uses within reason and within accordance with other policies and procedures regarding how staff shall conduct themselves when representing America's Essential Hospitals.