

KAPTON PHYSIOTHERAPY CLINIC
CORPORATE SOCIAL MEDIA POLICY

NO.: 00564

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APPROVED BY: SENIOR MANAGEMENT COMMITTEE

CATEGORY: COMMUNICATIONS.

DATE OF APPROVAL: 2023/06/23

LAST REVIEW DATE: 2023/06/23

IMPLEMENTATION DATE: 2023/07/03

POLICY STATEMENT:

The Kapton physiotherapy clinic will ensure that staff and visitors adhere to the following guidelines when using social media at Kapton Clinic. The main purpose of the social media policy is to outline the behavioral expectation/approach when using social media, and the potential repercussions when expectations are not met.

This policy applies to all staff, physicians, students and volunteers who engage in social media while at work.

DEFINITION(S):

1. **STAFF:** All staff members at Kapton Clinic, whether permanent or temporary, full-time, part-time, or casual, including physicians, researchers, volunteers, trainees, students, or contractors.
2. **SOCIAL MEDIA:** Media produced utilizing highly accessible and scalable publishing strategies employing the Internet and web-based technology and intended for social distribution. Facebook, YouTube, Twitter, LinkedIn, Connections, and blogs are a few well-known examples of social media websites.
3. **PERSONAL USE OF SOCIAL MEDIA:** using social media for purposes other than carrying out official or otherwise approved operations while a staff member is not at work.
4. **NON-WORK TIME:** Time during which employees are not often required to conduct clinic work (such as at lunch and breaks).
5. **PERSONAL HEALTH INFORMATION:** Any information that relates to someone's health, medical history, or current or prior medical treatment and is in a format that allows for or would allow for identification of the person.
6. **PERSONAL INFORMATION:** Information in any format that could be used to identify or help identify an individual.

7. **USER:** Staff who use social media.
8. **MANAGEMENT:** those in charge of directly supervising employees' work. For the purposes of this policy, the terms supervisor, manager, chief, director, and vice-president are all considered to be managers.
9. **ADMINISTRATOR:** An employee has been assigned the task of managing one (or more) of the hospital's official social media accounts.

PROCEDURE:

Each publicly accessible work-related corporate social media application or page created by a Kapton Clinic employee, unit, or department must receive approval from the appropriate manager, director, and vice-president before being reviewed by the communications department to make sure it is in line with corporate objectives.

1. Staff Responsibilities:

- I. Social media users who mention Kapton Clinic or identify themselves as Kapton Clinic staff members are accountable for all posts made on their personal social media profiles.
- II. Users who have Kapton Clinic identified as their employer should be aware that their behavior affects the Hospital.
- III. Users should see Appendix A's rules for information on obligations and proper and improper use.

2. Administrator Responsibilities:

- I. A dedicated administrator must oversee every hospital social media website and application.
- ii. Each administrator must publish a disclaimer indicating unequivocally that the page is not the Kapton official corporate page.
- iii. The social media website/page/online group must be shut down if an administrator quits their position as an employee of the hospital; alternatively, another staff member must be appointed as administrator. (The manager/director oversees that this is done.)
- iv. All Kapton Clinic policies, including the Code of Conduct and the conduct guidelines of the relevant professional institutions, must be followed when using the website.
- v. The privacy and ownership policies of the social media platforms and applications that are being used must be understood by administrators.
- vi. Participants should be informed of the risks and advantages of the social media site, particularly the likelihood of the permanence of anything posted online.
- vii. Administrators are required to comprehend and abide by any privacy laws pertaining to personal health information that are in force.
- viii. Participants should be informed of the website's or application's security measures and any gaps in those measures.

ix. The administrator is responsible for keeping an eye on the website, its content, and any links to the website to ensure that they are in line with the site's goals and to stop any inappropriate use.

x. He is required to inform the manager or director in charge of any improper use. This policy will continue to be followed moving forward.

3. Manager Responsibilities:

i. The relevant management must assess the information after learning that there is inappropriate content (see Appendix A) on a hospital social media website or application to decide whether Human Resources action is necessary.

ii. Managers must consult Human Resources before taking any action with an employee related to social media use, including, but not limited to: asking an employee to remove a posting, coaching/counseling an employee verbally or in writing regarding a posting, etc. This is because Kapton Clinic does not intend to regulate staff activities during non-work time.