

LOS ANGELES GENERAL MEDICAL CENTER POLICY

Subject: SOCIAL MEDIA POLICY	Original Issue Date: 4/25/23	Policy # 183
	Supersedes: 4/25/23	Effective Date: 4/25/23
Policy Owner(s): Public Operation Officer Executive Sponsor(s): Chief Executive Officer		
Departments Consulted: Office of Public Relations Information Systems Privacy Office Human Resources Office of Risk Management Environmental Safety Office	Reviewed & Approved by: Attending Staff Association Executive Committee Senior Executive Officer	Approved by: (Signature on File) Chief Executive Officer (Signature on File) Chief Executive Officer

PURPOSE

The purpose of this policy is to provide Los Angeles General Medical Center employees with guidelines for participation in social media, including Los Angeles General Medical Center social media. These guidelines describe how the Los Angeles General Medical Center makes use of social media.

For the purpose of this document, the term “social media” shall refer to a website or platform that allows the creation and exchange of user-generated content. Examples include but are not limited to the following: Facebook, Instagram, TikTok, Twitter, YouTube, Vimeo and Flickr.

Los Angeles General Medical Center uses social media to build relationships with the health care fields, the media, and the public as part of efforts to fulfill our medical centers mission. Our use of social media enables the Los Angeles General Medical Center to dialogue with and educate our various audiences about health care issues and trends as they affect our patients, our hospital and health care system. Los Angeles General Medical Center's guidelines for social media use will continually evolve as social media itself evolves.

POLICY

- **Using Social Media:** Employees are expected to adhere to Los Angeles General Medical Center compliance requirements and the Code of Professional Behavior policy when using or participating in social media. All the rules that apply to other Los Angeles General Medical Center communications apply here, specifically: respecting patients, customers and one another; protecting confidentiality, privacy and security; and safeguarding and proper use of Los Angeles General Medical Center assets.
- No individual faculty, staff, student, or group may use any Los Angeles General Medical Center trademark or logo as an official web template header and footer or refer to their affiliation with the Los Angeles General Medical Center, to indicate support or endorsement of anything that is not official Los Angeles General Medical Center business. Potential confusion should be dispelled by adding a disclaimer stating that the Los Angeles General Medical Center is not involved in the subject of the statement.
- **Use of Social Media in the Workplace:** Employees may access SOCIAL MEDIA during work time, exclusively during breaks or at the direction of management, for the sole purpose of viewing the Los Angeles General Medical Center page. Employees are expected to act responsibly and in accordance with Los Angeles General Medical Center

DISTRIBUTION: Los Angeles General Medical Center

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- **Political Endorsements:** Employees may not provide any content to our social media site that may be construed as political lobbying or solicitation. Also, you may not use the social media site to link to any sites of political candidates or parties or use the Social Media Site to discuss political campaigns, political issues or for taking a position on any legislation or law.

PROCEDURE

- Employees may not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity when posting to Los Angeles General Medical Center hosted sites. Be Respectful.
- Employees may not post derogatory comments about Los Angeles General Medical Center and/or individuals associated with Los Angeles General Medical Center (i.e., nurses, physicians, other staff, student, contractors, volunteers, Board members) are harmful to the organization, and can be harmful to the professional reputation of the individuals. Anyone deemed to have violated this policy is subject to progressive disciplinary action in accordance with hospital and medical staff policies.
- Employees may not post any content that is personal health information including patient images on any social media site. You may not use the social media site to provide medical advice.
- Employees may not post content or conduct any activity that fails to conform to all applicable state and federal laws. For Los Angeles General Medical Center and our employees' protection, it is critical that everyone abide by the copyright laws by ensuring that they have permission to use or reproduce any copyrighted text, photos, graphics, video, or other material owned by others.
- Employees must seek approval from the Office of Public Relations before setting up a Los Angeles General Medical Center hosted blog or other social media site.

Los Angeles General Medical Center does not tolerate social media dialogue that does not conform to reasonable standards of civility outlined above. Los Angeles General Medical Center, therefore, will take appropriate steps to ensure that dialogue on the association's social media sites conform to such behavioral standards. Such steps may include blocking any user and ending any communication with the blocked user or involving proper law enforcement authorities, including when the Medical Center feels that an actual violent threat have been made. If a violation of this policy is identified, departments will be required to work with the Office of Public Relations to determine the action needed, which may include redesign of social media site.

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RESPONSIBILITY

Chief Executive Officer
Administrators
Office of Public Relations
Department Managers

REFERENCE

Los Angeles General Medical Center Policy # 120 – Privacy Compliance Program

REVISION DATES

April 25, 2023