

# CEDAR SINAI PARK

# **Social Media Guidelines**

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CEDAR SINAI PARK

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love. honor. respect.

Communities play an important role in our lives and to the mission here at Cedar Sinai Park. Communities ranging from family members and local supporters to long-term care partners and professional associations have strengthened our ability to provide quality, compassionate care to the elders we serve.

Over the years, community members have found new ways to connect and communicate. These changes are especially evident in today's vast world of online social networks where more and more people are using these networks to communicate, collaborate and share information. Social networks offer great potential to help cultivate and maintain meaningful connections to community members who support our commitment to love, honor, and respect the people we serve each day.

The purpose of these guidelines is to encourage safe and responsible online participation that *always* values and respects our residents' privacy.

### **Personal Communications**

#### **Remember that "personal" is not the same thing as "private".**

With FaceBook, Twitter, YouTube, Flickr and countless blogs, there's no shortage of social media and online networks. These platforms provide you with your very own personal online space. While interactions through social networks are primarily *personal*, they are very rarely *private*. In a lot of cases, written conversations inside these networks can be found through search engines like Google. Even in cases where only your contacts can see what you write, there is the possibility that one of them will forward what you say and make it visible to a wider audience. As a result, personal conversation within social media networks should be considered public rather than private.

#### **Be thoughtful about how you present yourself in online social networks.**

The lines between public and private, personal and professional are blurred in online social networks. By virtue of identifying yourself as an employee of Cedar Sinai Park within a social network, you are now connected to your colleagues, managers, and possibly even family members of CSP residents. What you publish will be around for a long time, so consider your content carefully and be judicious in disclosing personal details. Be smart about protecting yourself and your privacy. A lot of websites allow you some form of control over who can see your material.

#### **Strike balance in your personal and professional online lives.**

You can be a powerful voice in telling your stories and in sharing those of Cedar Sinai Park. But you should remember that these are *your* personal social networks. Give yourself time and think about your comfort level with discussing work in your personal social networks.

# CEDAR SINAI PARK SOCIAL MEDIA GUIDELINES

## 1. Protect Our Residents

First and foremost, our mission is to love, honor, and respect the people we serve. This means that we must exercise extreme vigilance to protect our residents' privacy and confidentiality. Never post any information that can be used to identify a resident's identity or health condition in any way.

*For more information on protecting our residents' privacy and confidentiality, please refer to the CSP HIPAA Compliance/Confidentiality Personnel Policy #402 and to CSP Code of Ethics Personnel Policy #417. Additional information on respecting the rights of our residents can be found in the CSP Resident's Rights Personnel Policy #425.*

### TIPS & EXAMPLES

- **Sometimes, even the best intentions could result in an unintentional violation of privacy. Consider the following hypothetical situation:**

Susan's mother is a resident at RJHC. Susan decides to post a friendly comment on the Cedar Sinai Park Facebook page about her mom. Susan's comment reads: "Thank you for the wonderful care you provide for my mother!"

Molly is an employee at Cedar Sinai Park. She sees Susan's comment and decides to share the following response: "It's our pleasure to care for your mother. She's always such a sweetheart."

In this example, Susan (the resident's daughter) posted information about her mother that identified her as a resident at RJHC. Then Molly (the CSP employee) publicly verified this information by posting a response – this response offers information that can be used to identify a resident's identity.

Although the information was originally shared by a family member, the CSP employee should not have responded to the comment. By doing so, the employee publicly verified private information about a resident.

- **The Cedar Sinai Park website and social media channels (e.g. Facebook, YouTube, etc.) contain information about some of our residents – such as photos, videos and interviews – that identifies these residents. Why isn't this information considered a violation of privacy?**

This information is not considered a violation of privacy because Cedar Sinai Park obtains expressed, written permission from the resident before photos, videos or other information is shared. A CSP-approved form and standardized process are used in order to protect residents' privacy and confidentiality.

If you have a resident story that you would like to share, contact the Development Department or your Administrator. They will be able to assist you in sharing a resident story – with the resident's permission – in a way that appropriately respects resident privacy and information.

## 2. Respect Fellow Staff Members

Respect the privacy and feelings of your fellow staff members. Do not share personal information regarding other employees.

*For more information on personal conduct, please refer to CSP Personal Conduct Personnel Policy #401 as well as CSP Harassment Personnel Policy #404.*

### TIPS & EXAMPLES

- **Social networking sites make it easy to share photos, videos and comments with thousands of other users. However, it may not be appropriate to share work-related information in this way.**

For example, there may be an expectation that photos taken at a private Cedar Sinai Park event (e.g. staff holiday party) will not appear publicly on the internet. Be considerate to your coworkers in these circumstances and do not post information such as names, photos or video without *first* obtaining permission from your fellow coworker.

- **The Cedar Sinai Park website and social media channels (e.g. Facebook, Blog, etc.) contain photos of some of our staff members. In these cases, what is Cedar Sinai Park doing to respect the privacy of staff members?**

Cedar Sinai Park obtains expressed permission in the form of a photo release from staff members before photos, videos or other information is shared online. A CSP approved form and standardized process are used in order to respect staff members' privacy.

- **Under no circumstance should offensive comments be made about Cedar Sinai Park colleagues.**

Such actions are in violation of Cedar Sinai Park's anti-harassment policy, can amount to cyber-bullying, and could be deemed a disciplinary offence.

## 3. Be Passionate & Add Value

Passion is contagious. Share the passion you feel for your work and talk about the successes you have been a part of. When you do share, remember Rule #1: Protect Our Residents. Never post any information that can be used to identify a resident's identity or health condition in any way.

Sharing information and experiences (such as best practices) benefits our community, our partners, and ultimately the residents we serve. Feel free to share and discuss your experiences. If you choose to share your Cedar Sinai Park experiences, aim to share content that is thought-provoking and helps to build a sense of community. If your content helps people to better understand our mission, the work we do, or improve knowledge or skills – then you're adding value.

## ...cont. Be Passionate & Add Value

### TIPS & EXAMPLES

- **Remember: Never post any information that can be used to identify a resident's identity or health condition in any way.**

Connecting with other professionals through social networks is an excellent way to share best practices and to engage in ongoing learning. When engaging in professional networking, never share information that can be used to identify a resident. Even the most careful attempts to remove identifying information from an "anonymous" scenario could result in accidentally revealing details that can be linked back to a specific resident.

- **Do you have a best-practices experience or lesson that you would like to share with others in your profession?**

Contact the Development Department or your Administrator for guidance and tips on how to best share your experiences with others.

## 4. Think of CNN, Your Mother, and Your Boss

Remember that personal is not the same thing as private. So, don't say anything online that you wouldn't be comfortable seeing quoted on CNN, being asked about by your mother or having to justify to your boss.

### TIPS & EXAMPLES

- **While interactions through social networks are primarily personal, they are very rarely private.**

In a lot of cases, written conversations inside these networks can be found through search engines like Google. Even in cases where only your contacts can see what you write, there is the possibility that one of them will forward what you say and make it visible to a wider audience. As a result, personal conversation within social media networks should be considered public rather than private.

Note: The internet has a very long memory (i.e. what happens in Vegas stays on Google).

## 5. Be Transparent. Be Yourself.

When you share something online about Cedar Sinai Park, identify yourself. Share your name and, when relevant, your role at Cedar Sinai Park. Make it clear that you are speaking for yourself and not on behalf of the organization.

## ...continued Be Transparent. Be Yourself.

### TIPS & EXAMPLES

- **I am an employee at Cedar Sinai Park and just posted a comment on the Cedar Sinai Park Facebook page. The comment was simple and quite positive. Is it really necessary for me to identify myself as a CSP employee?**

Yes. Open, honest disclosure helps to build community and informs family members of your association with Cedar Sinai Park. In addition, the Federal Trade Commission (FTC) requires that an employee must disclose his/her employment when endorsing his/her employer's services online.

In the case of Facebook, the easiest way to disclose your employment with CSP is to follow the steps listed below:

1. Be creative in posts/comments to help assure your endorsements are made in context. For example, if I want to post an endorsing comment about CSP on Facebook, it would be best to say something like, "As a staff member who's worked for CSP for 5 years, I can honestly say they truly care about their residents" vs. "CSP is the best. They love their residents."
2. Also, list Cedar Sinai Park as your employer under the "Info" tab of your profile. Then...
  - Click "Account" located in the upper right-hand side of your Facebook account. Click "Privacy Settings".
  - Your Facebook window will say *Choose Your Privacy Settings*. On this screen, find "Basic Directory Information" and click "View Settings".
  - Locate the briefcase icon next to "See my education and work". Set the settings for this item to "everyone".

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*Remember to strike balance in your personal and professional online lives. Facebook and other social networks that you use are your personal social networks. Give yourself time and think about your comfort level with discussing work in your personal social networks.*

*For more information on communications on behalf of the organization, please refer to the CSP Media Relations Personnel Policy #426.*

## 6. Use a Disclaimer

If you publish a blog or comment on a blog and talk about work-related issues, use a disclaimer such as this: "The postings on this site are my own and do not necessarily represent those of my employer Cedar Sinai Park." And, always remember rule #1: Protect Our Residents. Never post any information that can be used to identify a resident's identity or health condition in any way.

## 7. Be Accurate

Even though your comments or posts may primarily be made up of personal opinion, do your research well and check that your facts are accurate.

## 8. Be the First to Admit Mistakes

If you have made a mistake, be upfront about it. Admit and correct the mistake. If you are a blogger and you correct an earlier post, do so visibly, e.g. by using the strikethrough function and adding a paragraph that explains the update at the end.

## 9. Be a Leader

There can be a fine line between healthy, spirited debate and inflammatory reaction. Try to frame what you share online to invite differing points of view without inflaming others. Be careful and considerate.

### TIPS & EXAMPLES

- **If you are engaged in a professional “spirited” debate, be respectful and considerate to your colleagues.**

Leadership often involves empowering and encouraging open dialogue. Strive to share your point of view in a way that respects others and encourages open dialogue. Be sure to do your research well and check that your facts are accurate.

- **What if I see a negative comment about Cedar Sinai Park on Facebook, a blog or other online space?**

Due to the sensitive nature of resident privacy and confidentiality, the most appropriate course of action is to notify your Administrator and the Development Department. Do not engage in debate or offer a response or reaction.

## 10. Respect Other People's Information & Link Liberally

Other people's information belongs to them whether it's intellectual property or personal information. When sharing or referencing someone else's material, be sure to respect laws governing copyright and fair use of copyrighted material owned by others. When you do share or quote someone else's material, be sure to link back to the source content.

## 11. If it Makes You Pause, Pause

If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit send. Take a minute to review these guidelines and try to figure out what's bothering you, and then fix it. If it still makes you feel uncomfortable and it's related to your work, ask your supervisor for advice.

## 12. Don't Forget Your Day Job

Respect work commitments. Make sure that your online activities do not interfere with your job or your commitment to our residents.

## Cedar Sinai Park Policies

In addition to these social media guidelines, Cedar Sinai Park has existing CSP Personnel Policies which are relevant to participation in social media sites. Please familiarize yourself with these policies.

- Policy #401: Personal Conduct
- Policy #402: HIPAA Compliance/Confidentiality
- Policy #404: Harassment
- Policy #417: Code of Ethics
- Policy #425: Resident's Rights
- Policy #426: Media Relations
- Policy #420: Internet Policy
- Policy #419: Email Policy

## Credit

*These guidelines represent an integration of Cedar Sinai Park's organizational standards and policies combined with existing social media guidelines developed by nonprofit, corporate, and health care organizations. In particular, these guidelines are influenced by policies produced by the below listed organizations.*

[American Cancer Society](#)

[American Red Cross](#)

[IBM](#)

[International Federation of Red Cross and Red Crescent \(IFRC\) Societies](#)

[Sutter Health](#)

[BBC](#)

*We are deeply grateful for the open nature of these organizations and their willingness to publicly share their social media guidelines.*