Volunteer Orientation

Module #4
Social Media Guidelines

Gillette Children’s - Volunteer Services
Social Media Guidelines

- Gillette’s policy for appropriate use of social media sites includes
  - Social networking (Facebook, Instagram)
  - Business/Technical networking (LinkedIn, Spoke)
  - Video/photo sharing (YouTube, TikTok)
  - Wikis (Wikipedia, Wikia)
  - Blogging (WordPress, Blogger, TypePad, Caring Bridge)
  - Micro-Blogging (Twitter)

Or any means of communicating or posting content or information of any sort on the internet.
Social Media Guidelines for volunteers

- Follow all Gillette policies regarding patient privacy, HIPAA, photo images, and confidentiality agreement

- Write in the first person
  - Make it clear you are speaking for yourself, not Gillette. Identify your connection to Gillette.
  - It is okay
    - to share public news about the hospital
    - encourage friends and family to get involved in Gillette event
    - to “like” a Gillette post
Social Media Guidelines for volunteers

- **Protect patient information**
  - Do not publicly discuss patients, services, vendors whether confidential OR NOT.
  - Do not post personal health information (PHI) or anything including photos that may reveal a patient’s identity.
  - Even general statements about a patient can contain enough information for a community member to recognize the patient.
Social Media Guidelines for volunteers

- Be respectful and professional in your postings
  - Volunteers are discouraged from \textit{initiating and accepting} friend requests with patients and families.
  - If you \textit{accept} a friend request from co-workers, co-volunteers, managers, etc. the pictures and site content should be kept professional.
Social Media Guidelines for volunteers

- Be responsible
  - You can be held responsible if your comments are considered defamatory, obscene, insulting, racist or proprietary by any offended party, including Gillette.