

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 *initiating and accepting* friend requests with patients and families.
 - If you *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.