



# RIVERSIDE MEDICAL CENTER, INC.



**METRO PACIFIC HEALTH**  
THE HEART OF FILIPINO HEALTHCARE

<b>DEPARTMENT:</b> OFFICE OF THE PRESIDENT		<b>POLICY NUMBER:</b> DPOTMH-MPP-CRCO-P003-(01)	
<b>TITLE/DESCRIPTION:</b> <b>SOCIAL MEDIA ACCOUNTS AND PUBLICATIONS POLICY</b>			
<b>EFFECTIVE DATE:</b> March 5, 2024	<b>REVISION DUE:</b> March 4, 2027	<b>REPLACES NUMBER:</b> N/A	<b>NO. OF PAGES:</b> 1 of 7
<b>APPLIES TO:</b> Corporate Communications, Digital Marketing and all other areas with Social Media pages		<b>POLICY TYPE:</b> Multi Disciplinary	

## PURPOSE:

To consolidate company Facebook accounts for the following reasons:

1. **Cost Efficiency:** Consolidating company Facebook accounts saves money by reducing expenses associated with managing multiple accounts, including advertising costs and personnel resources.
2. **Unified Brand Identity:** Streamlining accounts ensures a consistent brand image across platforms, enhancing brand recognition and trust among consumers. Also, the company projects a uniform Marketing approach and image.
3. **Improved Engagement:** Focusing efforts on a single account allows for better engagement with followers, quicker responses to comments and messages, and stronger audience relationships.
4. **Enhanced Analytics:** A centralized account provides better tracking and analysis of performance metrics, offering valuable insights into audience behavior and content effectiveness.
5. **Simplified Management:** Managing one or fewer account/s reduces complexity, making it easier to update information, post content, and monitor activity effectively.
6. **Compliance and Governance:** Consolidation ensures compliance with Facebook's guidelines, reducing the risk of account suspension or termination.
7. **Resource Optimization:** Eliminating redundant accounts allows for better resource allocation to areas like content creation, engagement, and advertising.
8. **Strengthened Competitive Advantage:** A unified social media presence positions the company as a leader in its industry, enhancing its competitive edge.
9. **Increased Reach:** Focusing efforts on one account maximizes reach and visibility to target audiences.
10. **Strategic Focus:** Streamlining aligns social media efforts with broader business objectives, driving growth and innovation in the digital space.

## DEFINITIONS:

**Social Media Page or Account** – means any account, profile, page, feed or other presence operated by the RMCI under the Marks of any of its Client Properties on a Social Media Platform. Sample social media pages under the RMCI are facebook, Instagram, and Tiktok.

**Unified Brand Identity** - is when a brand creates seamless consistency across channels, including design, voice and, importantly, communication.

**Engagement** – is a measure of all interactions with your social media content. Popular types of engagement includes likes, comments, and shares of your content.







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**TAT** - Turnaround time is the amount of time taken to complete a process or fulfill a request. The concept overlaps with lead time and can be contrasted with cycle time.

**Likes**- A like is a form of engagement on social media. It's a quick way of showing that you like the content posted by simply clicking a button. A like is organic if it is procured through advertising or awareness and not purchased or made as a group.

**Posts**- are content shared on social media through a user's profile. It can be as simple as a blurb of text, but can also include images, videos, and links to other content.

## **RESPONSIBILITY:**

Corporate Communications, Digital Marketing and all other areas with Social Media pages

## **POLICY:**

### **Need for Specialized Social Media Account**

Unless the audience being targeted is niche and totally separate from that being covered by your main account, there is normally no need for a separate or specialized social media account.

In the case of RMCI, the only specialized social media that is currently allowable is that of the Pharmacy due to their delivery service which also operates through their own social media page.

There is also Una Konsulta who, perhaps because of their location, vicinity, and offerings, need to interact with a niche audience, raising the need for a specialized social media account.

### **Request for Specialized Social Media Creation**

Company Policy: Creating a Specialized Social Media Account

### **Permission from Corporate Communications:**

Any employee or department intending to create a specialized social media account representing the company must first seek approval from the Corporate Communications department.

A formal request outlining the purpose, target audience, content strategy, and proposed management plan for the social media account must be submitted to Corporate Communications for review.





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## Permission from President:

Following approval from Corporate Communications, the request will be forwarded to the President or designated senior executive for final approval.

The President or designated senior executive will assess the alignment of the proposed social media account with the company's strategic objectives, brand standards, and regulatory compliance before granting permission.

## Order of Approval:

The established order of seeking permission, starting with Corporate Communications and concluding with approval from the President or designated senior executive, must be strictly followed.

No specialized social media account representing the company shall be created without obtaining permission in the specified order.

## Compliance and Accountability:

Once approval is granted, the creator of the specialized social media account is responsible for ensuring compliance with company policies, industry regulations, and social media platform guidelines.

Regular monitoring and reporting of the account's performance, content, and engagement metrics shall be conducted to maintain accountability and effectiveness.

## Review and Adjustment

Specialized social media accounts will be periodically reviewed by Corporate Communications and senior management to assess their impact, relevance, and alignment with company goals. Adjustments or discontinuation of accounts may be recommended based on performance evaluation, changes in business priorities, or emerging regulatory requirements. Communication and Collaboration.

Collaboration between the specialized social media account creator and relevant departments, such as Marketing, Legal, and Compliance, is encouraged to ensure consistent messaging, brand representation, and legal compliance.







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Any significant changes to the account's strategy, content, or management plan must be communicated to Corporate Communications and relevant stakeholders for review and approval.

## Violations Leading to Deletion of Social Media Account:

### Intellectual Property Infringement:

Any infringement of intellectual property rights, including unauthorized use of copyrighted material, trademarks, or proprietary content belonging to other entities, is strictly prohibited. In the event of intellectual property violations, where the specialized social media account is found to have used protected materials without proper authorization, immediate deletion of the account shall occur to mitigate legal risks and protect the company's reputation.

### Company Branding Misrepresentation:

Social media accounts must accurately represent the company's brand identity, values, and messaging in accordance with established brand guidelines.

Misrepresentation of the company's branding, including unauthorized alterations to logos, using of unauthorized logos, slogans, or visual elements, will result in the deletion of the account to preserve brand integrity and prevent confusion among consumers.

### Messaging Violations on Facebook:

Social media accounts on Facebook must adhere to the platform's community standards and guidelines regarding content, communication, and engagement.

Violations such as hate speech, harassment, spamming, or other forms of prohibited behavior on Facebook will lead to the deletion of the account to maintain a positive online environment and uphold the company's reputation.

### Additional Deletion Criteria Effective March 30, 2024:

#### Minimum Engagement Threshold:

Specialized social media accounts that fail to achieve a minimum of 10,000 organic likes, an average of 15 valid inquiries per day, and a 10% conversion rate by March 30, 2024, will be subject to deletion.





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This additional criterion emphasizes the importance of sustained engagement and performance for specialized social media accounts. Accounts that do not meet these benchmarks by the specified date will be removed to streamline the company's social media presence and allocate resources more effectively.

#### **Patient Testimonial Guidelines:**

##### **Written Support Document:**

Each patient testimonial must be accompanied by a written support document detailing the patient's experience, including specific treatments received, outcomes, and any other relevant details.

The support document should be prepared and signed by the healthcare provider responsible for the patient's care, ensuring accuracy and authenticity.

##### **Signed Waiver:**

Prior to using a patient's testimonial for promotional purposes, the patient must sign a waiver granting permission for the use of their testimonial in marketing materials.

The waiver should clearly outline the intended use of the testimonial, including any potential distribution channels (e.g., website, social media, printed materials), and specify that the patient understands and consents to the use of their testimonial for promotional purposes.

##### **Screening and Verbatim Requirements:**

All patient testimonials must undergo screening to ensure compliance with company policies and ethical standards.

Testimonials should be transcribed verbatim, capturing the exact words and sentiments expressed by the patient.

Any modification of words, sentences, or phrases from the original testimonial provided by the subject is strictly prohibited, considered a major offense - with the said testimonial subject to deletion or non-posting







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## Use of Non-RMCI Brands and Images

Use of brands, brand names, or logos not belonging to RMCI specifically for marketing purposes shall require the written approval of said brand to be used in said marketing promotion or campaign.

Ads or postings displaying brands, brand names, or logos, and the like, without the necessary permission or approval shall not be posted or subject to deletion for violation of copyright laws.

## Cross Advertising

Ads and postings of the various units, offices, and departments of the RMCI that have been approved for posting or already have been posted, shall be usable with other promotions of other RMCI units, offices, and departments without need of further approval from the unit from which the ad or posting has originated, although is still subject to final review by the Corporate Communications Office. The ad or posting that is reposted must not be edited so as to lose the original essence of the said ad or posting. This is in line with promoting teamwork between the various offices of the RMCI.

**PROCEDURE (SOP):** N/A

**WORK INSTRUCTION:** N/A

**WORK FLOW:** N/A

**FORMS:** N/A

**EQUIPMENT:** N/A

**REFERENCES:** N/A





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APPROVAL:				
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Final Approved by:	<b>GENESIS GOLDI D. GOLINGAN</b> President and Chief Executive Officer		03/19/24	

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