 <p>B.S. Aquino Drive, Bacolod City, Negros Occidental, 6100</p> <p>DR. PABLO O. TORRE MEMORIAL HOSPITAL</p>	Document Code:	DPOTMH-HW-P30
	Effective Date:	04-01-2022
	Document Type:	Policy
	Page Number:	1 of 6
	Department/Section:	Total Quality Division
	Document Title:	RESPONSIBLE USE OF SOCIAL MEDIA

PURPOSE:


This policy provides guidance for all Riverside Medical Center, Inc. employee on the use of social media, which should be broadly understood for purposes of this policy to include blogs, Facebook, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.¹

LEVEL:

All Employees, Affiliating Students, Consultants, Contractors, and Casual and agency staff

POLICY:

- 1 All employees, affiliating students, and consultants shall always be fair and courteous to fellow associates, customers, members, suppliers or people who work on behalf of Riverside Medical Center, Inc. **(RMCI)** - provided the identity of the latter is established or recognizable.
- 2 All employees shall keep in mind that work-related complaints are more likely to resolved, by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet.
- 3 **Riverside Medical Center, Inc (RMCI)** upholds the individual's right to freedom of expression but if an employee decides to post complaints or criticism, *the employee shall avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, violation of privacy, that disparage customers, members, associates or suppliers, or that might constitute harassment or bullying.*


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Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.


- 4 **Riverside Medical Center, Inc. (RMCI)** employees, consultants, casual and agency staff, and affiliating students shall always be honest and accurate when posting information or news, and if there are mistakes, it must be corrected quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about **Riverside Medical Center, Inc (RMCI)**, fellow associates, members, customers, suppliers, people working on behalf of RMCI or its competitors.
- 5 Employees of **Riverside Medical Center, Inc. RMCI** shall maintain the confidentiality of **Riverside Medical Center, Inc** trade secrets and private or confidential information including but not limited to patient information. Trade secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.
- 6 All **Riverside Medical Center, Inc. (RMCI)** employees shall respect financial disclosure laws. It is illegal to communicate or give a "tip" on inside information to others so that they may buy or sell stocks or securities. Such online conduct may also violate the Insider Trading Policy.
- 7 Do not create a link from your blog, website or other social networking site to a **Riverside Medical Center, Inc.** website, unless you obtain prior written authority to do the same.

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- 8 Express only your personal opinions. Never represent yourself as a spokesperson for **Riverside Medical Center, Inc.** If **Riverside Medical Center, Inc** is a subject of the content you are creating, be clear and open about the fact that you are an associate and shall make it clear that your views do not represent those of **Riverside Medical Center, Inc.**, fellow associates, members, customers, suppliers or people working on behalf of **Riverside Medical Center, Inc.** If you do publish a blog or post online related to the work you do or subjects associated with **Riverside Medical Center, Inc. (RMCI)**, make it clear that you are not speaking on behalf of **Riverside Medical Center, Inc. (RMCI)**.


It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Riverside Medical Center, Inc."

- 9 **Riverside Medical Center, Inc. (RMCI) employees shall** refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the Company Equipment Policy. Do not use Riverside Medical Center, Inc. email addresses to register on social networks, blogs or other online tools utilized for personal use.
- 10 Riverside Medical Center, Inc. (RMCI) prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any associate who retaliates against another associate for reporting a possible deviation from this policy or for cooperating in an investigation shall be subject to disciplinary action, up to and including termination, with exception to the doctrine of in pari delicto.
- 11 Employees need to know and adhere to the **Riverside Medical Center, Inc (RMCI)** Code of Conduct, Employee's Handbook, and other company policies when using social media in reference to **Riverside Medical Center, Inc (RMCI)**.

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- 12 Employees should be aware of the effect their actions may have on their images, as well as **Riverside Medical Center, Inc (RMCI)** image. The information that employees post or publish may be public information for a long time.
- 13 Employees should be aware that **Riverside Medical Center, Inc (RMCI)** may observe content and information made available by employees through social media. Employees shall use their best judgment in posting material that is neither inappropriate nor harmful to **Riverside Medical Center, Inc (RMCI)**, its employees, or customers.
- 14 If employees encounter a situation while using social media that threatens to become antagonistic, employees shall disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- 15 Subject to applicable law, after-hours online activity that violates **Riverside Medical Center, Inc (RMCI)** Code of Conduct or any other company policy may subject an employee to disciplinary action or termination.
- 16 In particular, use of social media must comply with:
 - 16.1 Data Privacy Act of 2012;
 - 16.2 Human Rights;
 - 16.3 Applicable Laws against Identity Theft and Online Libel;
 - 16.4 Anti-Photo and Video Voyeurism Act of 2009 or RA 9995; and
 - 16.5 Republic Act No. 10175, also known as the Cybercrime Prevention Act of 2012.
- 17 This policy shall cover all RMCI employees [and also others including consultants, contractors, and casual and agency staff]. Breach of this policy may result in disciplinary action up to and including dismissal.

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DOCUMENTATION:

New Policy


DISSEMINATION:

1. Hospital Wide Policies and Procedures
2. Hospital Communicator


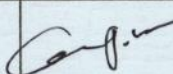

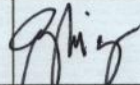
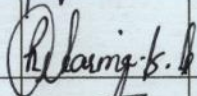

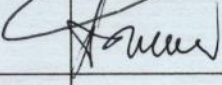
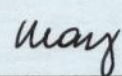
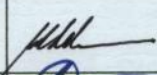

REFERENCES:

¹<https://www.aig.co.uk/content/dam/aig/emea/united-kingdom/documents/Financial-lines/PrivateEdge/epl/social-media-policy.pdf>. Retrieved: March 20, 2020

²<https://www.shrm.org/about-shrm/pages/copyright--permissions.aspx>. Retrieved: March 20, 2020

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