	Document Code:	DPOTMH-MW-P12
	Effective Date:	09-30-2022
	Document Type:	Policy
	Page Number:	1 of 6
	Department/Section:	Metro RMC Cancer Care Center
	Document Title:	<b>RESPONSIBLE USE OF SOCIAL MEDIA</b>

### **PURPOSE:**

This policy provides guidance for all Metro RMC Cancer Center (MRCCC) employees 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.<sup>1</sup>

### **LEVEL:**


All Employees of Metro RMC Cancer Center (MRCCC)

### **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 Metro RMC Cancer Center (MRCCC) - provided the identity of the latter is established or recognized.
- 2 All employees shall keep in mind that work-related complaints are more likely to be resolved by speaking directly with their co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet.
- 3 Metro RMC Cancer Center (MRCCC) 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, videos or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, a violation of privacy, that disparages customers, members, associates, or suppliers, or that might constitute harassment or bullying.*


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.



	Document Code:	DPOTMH-MW-P12
	Effective Date:	09-30-2022
	Document Type:	Policy
	Page Number:	2 of 6
	Department/Section:	Metro RMC Cancer Care Center
	Document Title:	<b>RESPONSIBLE USE OF SOCIAL MEDIA</b>

- 4 Metro RMC Cancer Center (MRCCC) 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 Metro RMC Cancer Center (MRCCC), fellow associates, members, customers, suppliers, people working on behalf of MRCCC or its competitors.
- 5 Metro RMC Cancer Center (MRCCC) employees shall maintain the confidentiality of Metro RMC Cancer Center 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 Metro RMC Cancer Center (MRCCC) 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 Metro RMC Cancer Center website, unless you obtain prior written authorization to do the same.
- 8 Express only your personal opinions. Never represent yourself as a spokesperson for Metro RMC Cancer Center. If Metro RMC Cancer Center 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 Metro RMC Cancer Center fellow associates, members, customers, suppliers, or people working on behalf of Metro RMC Cancer Center. If you do publish a blog or post online related to the work you do or subjects associated with Metro RMC Cancer




	Document Code:	DPOTMH-MW-P12
	Effective Date:	09-30-2022
	Document Type:	Policy
	Page Number:	3 of 6
	Department/Section:	Metro RMC Cancer Care Center
	Document Title:	<b>RESPONSIBLE USE OF SOCIAL MEDIA</b>

Center (MRCCC), make it clear that you are not speaking on behalf of Metro RMC Cancer Center (MRCCC).

*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 Metro RMC Cancer Center"*

- 9 Metro RMC Cancer Center (MRCCC) **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 Metro RMC Cancer Center email addresses to register on social networks, blogs or other online tools utilized for personal use.
- 10 Metro RMC Cancer Center (MRCCC) prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. With the exception of the doctrine of in pari delicto, any associate who retaliates against another associate for reporting a possible violation of this policy or cooperating in an investigation will face disciplinary action, up to and including termination.
- 11 Employees need to know and adhere to the Metro RMC Cancer Center (MRCCC) Code of Conduct, Employee's Handbook, and other company policies when using social media in reference to Metro RMC Cancer Center (MRCCC).
- 12 Employees should be aware of the effect their actions may have on their images as well as the Metro RMC Cancer Center (MRCCC) image. The information that employees post or publish may be public information for a long time.
- 13 Employees should be aware that Metro RMC Cancer Center (MRCCC) may observe content and information made available by employees through social media. Employees shall use their best judgment in posting material that is neither



	Document Code:	DPOTMH-MW-P12
	Effective Date:	09-30-2022
	Document Type:	Policy
	Page Number:	4 of 6
	Department/Section:	Metro RMCI Cancer Care Center
	Document Title:	<b>RESPONSIBLE USE OF SOCIAL MEDIA</b>

inappropriate nor harmful to Metro RMCI Cancer Center (MRCCC), 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 the Metro RMCI Cancer Center (MRCCC) 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 The 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 applies to all MRCCC employees [and others], including consultants, contractors, casual and agency workers. Breach of this policy may result in disciplinary action up to and including dismissal.

#### **DOCUMENTATION:**

New Policy

#### **DISSEMINATION:**

- 1 Hospital Wide Policies and Procedures
- 2 Hospital Communicator


	Document Code:	DPOTMH-MW-P12
	Effective Date:	09-30-2022
	Document Type:	Policy
	Page Number:	5 of 6
	Department/Section:	Metro RMCI Cancer Care Center
	Document Title:	<b>RESPONSIBLE USE OF SOCIAL MEDIA</b>

## **REFERENCES:**


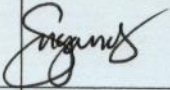

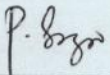
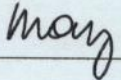
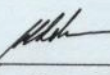

<sup>1</sup><https://www.aig.co.uk/content/dam/aig/emea/united-kingdom/documents/Financial-lines/PrivateEdge/epl/social-media-policy.pdf>. Retrieved: March 20, 2020

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



	Document Code:	DPOTMH-MW-P12
	Effective Date:	09-30-2022
	Document Type:	Policy
	Page Number:	6 of 6
	Department/Section:	Metro RMCI Cancer Care Center
	Document Title:	<b>RESPONSIBLE USE OF SOCIAL MEDIA</b>

**APPROVAL:**

	Name/Title	Signature	Date
Prepared by:	<b>DENNIS C. ESCALONA, MN, FPCHA, FPSQua</b> Quality Assurance Supervisor		9/26/2022
Verified:	<b>NEIL M. GANCHERO, MN, FPCHA</b> MRCCC Manager		9/15/22
Reviewed:	<b>AMY S. MORDEN, RN, MN</b> Accreditation and Documentation Supervisor		9/27/22
Recommending Approval:	<b>PAOLO G. SOGONO, MD, DPBRO</b> Medical Director- MRCCC		9/30/2022
	<b>MA. ANTONIA S. GENSOLI, MD, FPPS, FPCHA</b> Vice President- Chief Medical Officer		10-4-22
	<b>SOCORRO VICTORIA L. DE LEON, CPA, MBA, PhD, FPCHA</b> Vice President- Chief Operating Officer		10/07/2022
Approved:	<b>GENESIS GOLDI D. GOLINGAN</b> President and CEO		10/21/22