



LOMA LINDA UNIVERSITY  
ADVENTIST HEALTH SCIENCES CENTER

**OPERATING POLICY**

CATEGORY: Human Resource Management

SUBJECT: Social Networking and Media

Effective: 2/25/2014

Implemented: 2/25/2014

Replace: 8/31/2010

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RELATED ENTITY SPECIFIC POLICIES:

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**Policy Summary / Intent:** Social networks are significant forms of public communication. Loma Linda University Adventist Health Sciences Center (LLUAHSC) recognizes that participating in social networks with the use of personal equipment outside of working hours is a personal activity. However, because of the potential impact that social networking can have on LLUAHSC and its reputation, it is necessary to outline LLUAHSC policy regarding social networking that relates in any way to LLUAHSC and its operations. All policies, guidelines and rule that apply to employee, student, contractor or volunteer communication and conduct apply equally to social network communications.

**Definitions:**

**LLUAHSC workforce:** Employees, contractors, volunteers and students.

**Disclaimer:** Acknowledgment by employees, students, contractors and volunteers that all communication (ideas/thoughts/comments/photos) posted on a personal social networking site are their own and not in any way a representation of their current and past employers.

**Social Network:** Websites that allow users to interact and share information with people, companies, organizations, etc., through the creation and maintenance of "profiles" or "pages".

**Examples of sites include, but are not limited to:**

1. Blogging/Microblogging: Twitter, Plurk, Wordpress, Blogger;
2. Photo sharing: Instagram, Flickr, Twitpic;

3. Video sharing; YouTube, Vimeo;
4. Status sharing, discussion, pinning: Facebook, Pinterest, MySpace, Friendster;
5. Locations, check-in; Foursquare, Placebase, Gowalla;
6. Reviews: Yelp, CitySearch;
7. Forums: Craigslist;
8. Bookmarking/voting: Digg.

**Procedure:**

1. Engaging in social networking during working time can negatively impact productivity and work performance. This means that social networking should not take place during an employee, student, contractor or volunteer's working time (generally time other than meal periods or rest breaks, or other time when the employee, student, contractor or volunteer is not required to be performing job duties). LLUAHSC provides an exception to this rule for individuals who are responsible for maintaining social network communications on behalf of LLUAHSC as part of their job duties as outlined in their job descriptions.
2. LLUAHSC reserves the right to require that employees, students, contractors and volunteers edit or remove any communication or post that is not in accordance with LLUAHSC policies and/or applicable law.
3. A disclaimer must be used whenever a personal social networking communication includes identification that he/she is an employee, student, contractor or volunteer of LLUAHSC. The disclaimer should state that the employee, student, contractor or volunteer is not representing or speaking on behalf of, or at the request of, LLUAHSC.
4. Only specifically designated employees are authorized to serve as administrators/hosts on social media sites for LLUAHSC. Therefore, employees, students, contractors or volunteers engaged in social networking may not represent or appear to represent LLUAHSC.
5. LLUAHSC logos may only be used in accordance within the graphic standards and by permission from the LLUAHSC's Marketing department.
6. LLUAHSC employees, students, contractors or volunteers may not engage in social networking that violates LLUAHSC policies and/or state and federal laws regarding patient confidentiality. This is especially true of LLUAHSC policies regarding patient confidentiality and HIPAA.
7. LLUAHSC employees, students, contractors or volunteers engaging in social networking may not use or disclose LLUAHSC's legally protectable proprietary business information or trade secrets.
8. LLUAHSC employees, students, contractors or volunteers engaging in social networking may not engage in conduct that violates the LLUAHSC policy against harassment. Harassment or defamation of others will not be tolerated.

9. Employees, students, contractors and volunteers must respect the feelings and privacy of all co-workers and others who provide services to LLUAHSC. Employees are personally and legally responsible for all posted comments.
10. LLUAHSC directors and managers should respect the non-work related space of LLUAHSC employees and job-applicants. All LLUAHSC employees, students, contractors and volunteers must be professional and appropriate to others when posting to a blog or online profile and should assume that people, including co-workers and students, are reading the blog or online profile. LLUAHSC directors and managers are not authorized to initiate non-work related social networking relationships with employees or job-applicants, nor are they authorized to access accounts of employees or job-applicants without the prior consent of the employee or job-applicant.
11. LLUAHSC employees, students, contractors and volunteers are not authorized to initiate non-work related social networking relationships with LLUAHSC patients or former patients, nor are they authorized to access social media accounts of patients or former patients without their prior consent. In the event that a patient or former patient has authorized an LLUAHSC employee, student, contractor or volunteer to access their account and the patient or former patient requests that the on-line relationship end, the request must be honored. In no case is an LLUAHSC employee, student, contractor or volunteer to share confidential information with a patient or former patient.
12. Computers, telephones, voicemail, email, and other communication devices provided by LLUAHSC continue to remain LLUAHSC property and must be maintained in accordance with LLUAHSC policies and used only for business purposes.
13. LLUAHSC reserves the right to monitor and inspect all LLUAHSC property, with or without notice, and with or without the employee, student, contractor or volunteer present. LLUAHSC may assign and change passwords and personal codes on LLUAHSC software and hardware, which are not to be disclosed to others. LLUAHSC may monitor and inspect LLUAHSC property—even if a password or personal code has been assigned.
14. Authorization must be obtained prior to the removal of any LLUAHSC property from the premises. All LLUAHSC property must be returned immediately upon request or termination in the same condition as when originally provided. Personal items brought onto LLUAHSC property also are subject to inspection, without notice, and without the employee, student, contractor or volunteer present.
15. Nothing contained in this policy, the policies referenced herein, or elsewhere is intended to prohibit communications regarding wages, benefits, or other terms and conditions of employment, or that otherwise are legally protected under the National Labor Relations Act, if applicable, or under any applicable state or federal law.

\*For questions on how to establish an authorized LLUAHSC social media site contact the Web Center.

**Approved:** LLUAHSC Board of Trustees – February 25, 2014