

Social Networking

Social networking sites are not to be accessed during work time or using agency resources unless for business use. The appropriate agency personnel may use these sites as another method of researching candidates for recruitment as well as public relations or marketing. Employees should always present themselves in a manner that would not cause embarrassment to them or to the agency. In the event the agency becomes aware that an employee is accessing these sites during work time or using agency resources, without a legitimate business purpose, then this will be cause for disciplinary action, up to and including termination.

At no time should client pictures be posted on your personal site. Pictures on social networking sites have a vast audience and we would never want to offend either the client or any family/guardian member. Pictures taken of XXX clients can be saved to their Therap photo album. Any picture taken of a XXX client that may be appropriate for social network or our website should be forwarded to the Vice President of Development & Marketing. This position maintains all XXX social media outlets, including but not limited to XXX website and YouTube. In addition, we would ensure that permission was given for the posting. Please include a description of what event/opportunity/fun thing was happening when the picture was taken that can be included when posting the picture on Hillcroft website. Please direct family & friends to **website** to look at these pictures as well as our programs and events.

Although we recognize everyone's right to connect (i.e. friend, chat, etc.) with whoever they want on social media, we strongly discourage employees to either accepting or request a connection with clients and their family members through social media. We must always maintain professional boundaries both during the course of business and during encounters on your personal time. This is especially an issue related to HIPAA and the violations of HIPAA. We never have the right to discuss a client with anyone outside of those internal employees or external members of the team, guardians and anyone who we have a current release of information. With that being said, being friends with family or clients may put you in jeopardy if you say or discuss the wrong things. Over the years, many staff have befriended family/guardians of clients as well as clients but the climate of acceptable contact has changed and we must be careful, not only as an agency but individually.