

# Accelerated Health Systems

## Social Media Participation Policy

This policy outlines the guidelines and criteria for the use of social media at Accelerated Health Systems, Ltd. ("AHS") including postings and published commentary on any AHS or non-AHS sponsored social media sites, including but not limited to Facebook, Twitter and YouTube. If you are an AHS employee or contractor creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media using acceleratedrehab.com or other Internet location, these guidelines apply to you. These guidelines will continually evolve as new technologies and social networking tools emerge. Therefore, you should review this policy periodically to check for any updates or changes.

Emerging opportunities for online collaboration are fundamentally changing the way people work, offering new ways to engage with customers, colleagues, and the world at large. AHS believes social computing can help build stronger, more successful business relationships but AHS also believes that it important to provide its employees and contractors with guidelines for such activities. Therefore, it has developed this Social Media Participation Policy which applies to all social media activities including, but not limited to the following:

- All blogs, wikis, forums, and social networks hosted or sponsored by AHS
- Your personal blogs, external/third party blogs, wikis, discussion forums or social networking sites that contain postings about AHS's business, services, employees, customers, partners, or competitors
- Your participation in any video related to AHS's business, products, employees, customers, partners, or competitors, whether you create a video to post or link to on your blog, you contribute content for a video, or you appear in a video created either by another AHS employee or by a third party.

Even if your social media activities take place completely outside of work, what you say can have an influence on your ability to conduct your job responsibilities, the abilities of other employees to do their jobs, and AHS's business interests.

If you participate in social media, please follow these guiding principles:

- Post meaningful, respectful comments. In other words, no spam and no remarks that are off-topic or offensive.
- Always pause and think before posting.
- Respect proprietary information and content of AHS and others including confidentiality.
- When disagreeing with others' opinions, keep it appropriate and polite.
- Know and follow the AHS Privacy Policy and HIPAA requirements at all times.

### 1. Rules of Engagement

**Transparency.** Honesty, or dishonesty, will be quickly noticed in the social media environment. If you are blogging about your work at AHS, use your real name, identify that you work for AHS, and be clear about your role. Note that you must maintain the confidentiality of all AHS proprietary information and content including, but not limited to, patient information.

**Using Judgment.** Make sure that you do not violate AHS's privacy, confidentiality, and legal guidelines. All statements must be true and not misleading and all claims must be substantiated and approved. You may not write about any AHS competitors unless you have the appropriate,

prior, written permission. Also be smart about protecting yourself, your privacy, the privacy of AHS patients and AHS confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.

***Confidentiality and Third Party Rights.*** You may not use your blog or other social media to disclose AHS's confidential information or that of its patients. Do not mention anyone, including AHS management, in social media without their permission, and make sure you don't disclose items such as sensitive personal information of others, including patients, or details related to AHS's business. In addition, you may not publish (nor should you possess) AHS competitors' proprietary or confidential information.

Only write and post information in areas where you are knowledgeable. If you are writing about a topic where you are not an expert, you must not post information on social media on that topic. If you publish to a website outside AHS, please use a disclaimer something like this: "The postings on this site are my own and don't necessarily represent AHS's position or opinions." Also, you must comply with all trademark, copyright, trade secrets, confidentiality, and financial disclosure laws. It is always advisable to get the owner's permission whenever you use third-party materials. Remember that you are personally responsible for your content.

***Perception Is Reality.*** In online social networks, the lines between public and private, personal and professional are blurred. Make sure that all content associated with you is consistent with your work and with AHS's values and professional standards.

***Responsibility for Postings.*** What you write is ultimately your responsibility. Participation in social computing on behalf of AHS is not a right but an opportunity, so take it seriously. At all times you are responsible for complying with the terms and conditions for any third-party sites you access. Do not include any information that violate the intellectual property, privacy or other rights of any third-party by your actions including posting photos or music. Do not allow any other person or entity to use your identification for posting or viewing comments. You must not post chain letters, pyramid schemes, advertisements or solicitations of business post phone numbers or email addresses of yourself or any other individual or entity in the body of your comment

***Healthy Dialogues.*** You should use social networking as an opportunity to open up channels of communication and learn from others. However, there can be a fine line between healthy debate and incendiary reaction. Do not denigrate our competitors or AHS. Also it is not necessary to respond to every criticism. Be careful and considerate. Once the words are out there, you can't really get them back. And once an inflammatory discussion gets going, it is hard to stop.

***Mistakes.*** If you make a mistake, admit it. Be upfront. Inform AHS management immediately and work with them to modify any problematic posting.

***Uncertain?*** If you're about to publish something that makes you even the slightest bit uncomfortable, don't hit 'send.' Take a minute to review these guidelines and then talk to your manager or an AHS legal representative. Ultimately, what you publish is yours because it is your responsibility. So be sure.

## **2. Endorsements**

AHS is committed to ensuring that our social media practitioners (including blogs, Twitter\*, forums and any other social media) clearly disclose relationships and endorsements, and that statements about AHS services are truthful and substantiated. As part of these guidelines, you must disclose if you have been compensated by AHS to comment on or endorse any AHS services using social media. Your social media activities will be monitored for compliance with these guidelines.

### **3. Publishing and Reporting Guidelines**

AHS does not endorse or take responsibility for content posted by third parties including, but not limited to, text input and uploaded files (video, images, audio, executables, documents). While AHS welcomes your posted comments on AHS-sponsored sites, AHS reserves the right to immediately remove any content AHS deems to be inappropriate and to prohibit your future participation in social media if you violate this policy. In addition, all content, once posted, becomes the property of AHS and can be licensed, reproduced, distributed, published, displayed or edited. Derivative work also can be created from such postings or content as well as used for any purpose in any form and on any media.

Finally, you agree to indemnify and hold harmless AHS, its affiliates, officers and employees from any damages, losses, liabilities, judgments, causes of action, costs or expenses (including reasonable attorney's fees and costs) arising out of any claim by a third party relating to any material you post, directly or indirectly on any AHS-sponsored sites.

If you have any questions regarding this policy or wish to report any violations of this policy, please contact Lisa Prince at [lprince@acceleratedrehab.com](mailto:lprince@acceleratedrehab.com). In the subject line for your e-mail, please write "Social Media Participation Policy".

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