



## Social Media Guidelines

We engage with our patients, residents and stakeholders beyond the walls of our facilities: you can find us on Facebook, Twitter, YouTube, and LinkedIn. This page will give you a better idea on how to engage with us in social media, what you can expect from us, and where to find more information.

### **Citizens Health Twitter Engagement Guidelines**

Twitter asks a very basic question of its users: “What’s happening?” And we know the answer to that question – we’re working every day to help Enhance the Lives of Those We Serve.

Through our Twitter account we aim to provide you with information on Citizens Health’s major activities and initiatives - from services, education, and events. We welcome your thoughts on any and all topics.

Here are a couple of things you should know about our Twitter engagement:

- We strive to respond to as many relevant questions and comments as possible, but we reserve the right to use our judgment in selecting the messages we respond to.
- Following a Twitter account or including an account in a Twitter list does not constitute an endorsement; the same applies to re-tweeting messages posted on accounts that Citizens Health does not own, or marking them as “favorites.”

The posting and presence of content on Twitter and on this site does not necessarily mean that Citizens Health agrees with the content, ensures its accuracy or otherwise approves of it. Nothing in any Twitter page constitutes a binding representation, agreement or an endorsement on the part of Citizens Health. Please review Twitter’s terms of use carefully when engaging on the site.

### **Citizens Health Facebook Engagement Guidelines**

We’re excited that you’ve joined us on our Facebook page, and we know you’ve got plenty to say. At Citizens Health, our mission is our purpose: Enhancing the Lives of Those We Serve.

While you’re with us, we hope you’ll take a moment to read the following guidelines we ask you to follow when contributing to our Facebook page:

- **Don’t do anything that breaks the law.**

- **Be polite and courteous**, even if you disagree. Excessive name calling, profanity, fighting words, discriminatory epithets, sexual harassment, bullying, gruesome language or the like, will not be tolerated.
- **Stay on topic.** Keep the conversation relevant to the community and contribute to the dialogue. We reserve the right to remove content that is off-topic, out of context, spam, promotional or links to third party sites.
- **Keep it real.** All posts should come from a real person and a real Facebook or Instagram profile. Postings from fake or anonymous profiles will be deleted when discovered.
- **We are happy to have a dialogue** through Facebook, and look forward to hearing from you. However, we do not give any medical advice or make any appointments through social media. If you need to make an appointment or need to speak with a member of our medical team, please call 785-462-7511.
- **We reserve the right to remove content** posted to Facebook or Instagram that violates these guidelines. Items that might be removed include but are not limited to:
  - violates medical privacy by sharing personal patient information or protected health information
  - is abusive, violent or patently offensive
  - promotes hate of any kind
  - uses foul, profane or derogatory language
  - is reported as abuse
  - does not relate to the topic at hand
  - is posted using an alias or pseudonym

If you are a Citizens Health associate, please follow these additional guidelines:

- **Know the rules.** Before engaging on Facebook or Instagram, or on any other social media property, make sure you read and understand Citizens Health Social Media Policy. In any and all interactions, make sure that you don't share confidential or private information about patients/residents or the Organizations business operations, products, or services; respect financial disclosure laws; and do not say you speak for Citizens Health without express written authorization from the Organization to do so. Refrain from taking pictures while at work to avoid potential breach of confidentiality. Pictures will be taken by the Public Relations office.
- **Remember that we have a dedicated individual** tasked with responding to customer inquiries or criticism. Our Publics Relations Officer and designees are responsible for engagement through our page. To avoid confusion, we ask that you not attempt to respond to customer inquiries or comments directed specifically to the Organization or asking for an official Organization response on this site. Direct all comments, questions, etc. to the Publics Relations Officer.

- **Consider using Citizens Health established channels** for job-specific issues. While we encourage associates to join our Facebook and social media communities and participate in conversations with our community and other users, we encourage you to direct your complaints or concerns about your job or working environment to your direct supervisor.