
EFFECTIVE DATE: *October 3, 2017***POLICY TITLE:***Social Media Use**To be reviewed every three years by:
Executive Leadership Team***REVIEW BY:** *November 1, 2020*

POLICY

It is the policy of Trinity Health to foster the appropriate use of social media and to encourage Trinity Health employees to participate in social media in a compliant and mission-driven manner. All use of social media should meet minimum standards established to ensure responsible, safe and constructive social media activities.

Non-Trinity Health Sites. Trinity Health employees must ensure postings on non-Trinity Health sites, including personal sites, do not disclose confidential or proprietary information, including patient identifying information, and that postings by employees on non-Trinity Health sites are not mistaken as reflecting the positions of Trinity Health.

Trinity Health Sites. All social medial profiles, sites, groups and blogs representing Trinity Health and its Ministries must be approved and/or established by the appropriate Marketing and Communications department, the area that oversees all of Trinity Health and the Ministries' externally facing messaging, publications and platforms.

Personal Use. Trinity Health's use of social media to access employees' and prospective employees' and others' personal use of social media must be in compliance with applicable laws and regulations, including employment and labor laws and regulations.

Procedures. For these reasons the Trinity Health Human Resources and Communications Departments are jointly responsible for establishing, implementing and enforcing Procedures and standards to be followed by System Office and the Ministries in the appropriate use of social media by employees for business-related and personal activities.

The Procedures should require management oversight, use of common forms and tools, and compliance by all employees with confidentiality and content requirements.

Purpose. The Purpose of this Policy is to ensure compliance with federal, state and local laws and regulations and protection of the reputation of Trinity Health and rights of employees.

SCOPE/APPLICABILITY

This Policy applies to Trinity Health Corporation ("Trinity Health") and all of its Ministries. All postings on social media – both Trinity Health sponsored sites and non-Trinity Health sites are subject to the Procedures.

DEFINITIONS

Executive Leadership Team (“ELT”) means the group that is composed of the highest level of management at Trinity Health.

Ministry means a first tier (direct) subsidiary, affiliate, or operating division of Trinity Health that maintains a governing body that has day-to-day management oversight of a designated portion of Trinity Health System operations. A ministry may be based on a geographic market or dedication to a service line or business. Ministries include Mission Health Ministries, National Health Ministries, and Regional Health Ministries.

RESPONSIBLE DEPARTMENT

Further guidance concerning this Policy may be obtained from the Trinity Health System Office Communications Department.

RELATED PROCEDURES AND OTHER MATERIALS

- Human Resources and Communications Procedure No. 1.1-Participation in Social Media
- Social Media Standards

APPROVALS

Initial Approval: October 6, 2015 by ELT

Subsequent Review/Revision(s): October 3, 2017