



# Social Media Do's & Don'ts



# SSM Health Social Media Definitions

**Social Media** refers to any non-work related websites or application that enables users to create, share, and/or exchange content in virtual communities and networks, such as (but not limited to):

- Facebook
- Instagram
- Threads
- X/Twitter
- LinkedIn
- TikTok
- YouTube
- Flickr
- Threads

# SSM Health Social Media Definitions

**Working Time** any on-duty/on-the-clock time during which an employee is expected to perform the work tasks, duties or functions including overtime and additional shifts.

- Working time does not include breaks or meal periods.

**SSM Health** respects the right of employees to participate in social media.

However, employees **should not spend working time accessing or contributing to social media sites** unless the activity is directly related to and necessary for the performance of job duties.

# DO's

- DO** like, share, or comment thoughtfully on posts from official SSM Health social media accounts
- DO** be mature, ethical, professional, and cautious when posting or engaging on social media
- DO** use your personal email address for all personal social media accounts
- DO** access social media on personal devices only and only when off-duty/off the clock
- DO** follow all SSM Health Policies, including those on social media, privacy, and the protection of personal or confidential information
- DO** strive for accuracy. Errors and inaccuracies reflect poorly both on you and SSM Health.
- DO** reflect SSM Health's Mission, Vision, and Values through your online conduct

# DO's

**DO** protect proprietary information at all times.

**DO** think carefully about the words, images, and tone you use when posting. Once posted, content can be immediately searchable, shareable, and nearly impossible to fully remove.

**DO** remember that personal content visible to colleagues or professional contacts may impact your professional image

**DO** consider making your accounts or posts private. This reduces, **BUT DOES NOT ELIMINATE**, the possibility of content being shared outside your network.

**DO** consider adding a personal disclaimer in your social media bio, such as:

- *The views and opinions expressed here are my own and do not reflect the views of SSM Health*
- *Posts are my own. Views are my own*

**DO** review SSM Health's Social Media Policy:

[Social Media Policy](#)

# DON'Ts

**DO NOT** post company materials, copyrighted content, or internal communications on personal social media, unless sharing a post from an official SSM Health social media account

**DO NOT** use SSM Health logos as your profile picture on any personal account

**DO NOT** use the SSM Health name, brand, or imagery in usernames, URLs, profile images, or header images

**DO NOT** suggest that you represent or speak for SSM Health. Only authorized spokespersons may do so.

**DO NOT** post or share PHI under any circumstance

**DO NOT** mix personal and professional social networking

**DO NOT** initiate or accept friend requests from patients or patient family members

**DO NOT** engage with members of the media directly on any social platform, or via phone/email. Always reach out to a member of the SSM Health communications team if you are contacted by media through any medium.

# DON'Ts

**DO NOT** use an SSM Health email address to register for personal social media accounts

**DO NOT** use an SSM Health email to express personal opinions

**DO NOT** take photos, videos, or create other content for personal social media while on SSM Health property or while performing work activities

**DO NOT** take photos/video of patients or post photos/video of patients to your social media

**DO NOT** use social media to threaten, harass, demean, or target patients, families, vendors, suppliers, competitors, or any third parties. This includes content that is:

- Derogatory or demeaning toward any protected class
- Sexually suggestive
- Humiliating or hostile
- Threatening in nature

**Thank You**

