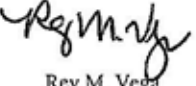


**GUAM MEMORIAL HOSPITAL AUTHORITY  
ADMINISTRATIVE MANUAL**

APPROVED:	RESPONSIBILITY:	EFFECTIVE DATE:	POLICY NO.	PAGE
 Rey M. Vega Hospital Administrator/CEO	All Employees; Public Information Officer	April 11, 2011	A-IM100	1 of 1
<b>TITLE: RESPONSIBLE USE OF ONLINE SOCIAL MEDIA POLICY</b>				
<b>REVIEWED/REVISED: 03/2011</b>				
<b>ENDORSED: HIMC 03/2011, EMC 03/2011</b>				

**PURPOSE:**

To provide guidelines for the responsible use of online social media including blogging, social networking, multimedia-sharing web sites and similar technology by employees of the Guam Memorial Hospital Authority (GMHA).

**POLICY:**

The advances of the Internet have created an abundance of new methods to interact socially, keep in touch with family and friends, and express thoughts and feelings. GMHA respects the rights of its employees to use these new forms of communication, with the expectation that employees maintain the same standards of responsibility, integrity and confidentiality that apply to any traditional forms of communication. The following guidelines must be adhered to in all forms of online social media in which the employee's GMHA affiliation is known, identified, or presumed.

- Personal use of social media may not be done during work hours. Work-related use of social media, such as for public relations, education or outreach purposes, may only be done with the express authorization of the Public Information Officer or his designee.
- Employees who use online social media to discuss the work they do, or subjects relating to GMHA, are expected to make clear that the views expressed are solely their own and do not necessarily represent the views of GMHA or the Government of Guam.
- Employees who use online social media are expected to follow all applicable GMHA policies, including those protecting the privacy and confidentiality of patients' Protected Health Information (PHI). The sharing of photos or videos of patients or medical procedures, disclosure of the names of patients, or the sharing of details about patient care, are expressly prohibited.
- Employees should use a personal e-mail address, and not their @gmha.org address, for any online social media activities.
- Anything posted on the Internet should be considered public and permanent. Employees are expected to conduct themselves with integrity and professionalism, and to be respectful of GMHA and its employees, medical staff, volunteers, patients and visitors. Employees may not post content or conduct any activity that fails to conform to any and all applicable local and federal laws.

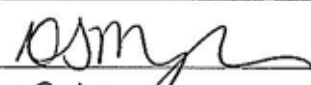
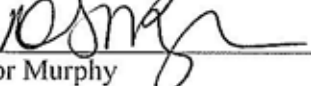


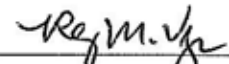
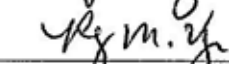
Questions regarding these guidelines or the appropriate use of online social media should be directed to the employee's supervisor or to the Public Information Officer. Failure to comply with this policy will result in corrective or disciplinary action including, where appropriate, employment termination and legal recourse.

**GUAM MEMORIAL HOSPITAL AUTHORITY**

**REVIEW AND ENDORSEMENT CERTIFICATION**

The signatories on this document acknowledge that they have reviewed and approved the following:

- Bylaws                                      Submitted by:                      Connor Murphy
- Rules & Regulations                      Policy No./Title:                      A-IM100, Responsible Use of Online Social Media Policy
- Policies & Procedures

Reviewed	<b>Date</b>	<b>Signature</b>
		
		
Endorsed		
Title	<i>Per</i> Connor Murphy Public Information Officer	
Reviewed	<b>Date</b>	<b>Signature</b>
	03/17/11	
	03/17/11	
Endorsed		
Title	Steven R. Baacke, RN Chairman, HIM Committee	
Reviewed	<b>Date</b>	<b>Signature</b>
	03/29/11	
	03/29/11	
Endorsed		
Title	Rey M. Vega Chairman, Executive Management Council	

**\*Use more forms if necessary. All participating departments/committees in developing the policy should provide signature for certification prior to submitting to the Compliance Officer.**