



LY LOMA LINDA UNIVERSITY  
SOUTH ADVENTIST HEALTH SCIENCES CL  
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## OPERATING POLICY

<b>CATEGORY:</b>	HUMAN RESOURCE MANAGEMENT	<b>CODE:</b>	I 24
<b>SUBJECT:</b>	PARTICIPATION IN SOCIAL MEDIA AND OTHER PUBLIC FORUMS	<b>EFFECTIVE:</b>	8/31/2010
		<b>IMPLEMENTED:</b>	8/31/2010
		<b>REPLACES:</b>	
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### Introduction:

LLUAHSC encourages its employees, medical staff, faculty, and students ( Individuals ) to post responsibly and exchange opinions and ideas in public media forums in a way that is professional, constructive and in compliance with all LLUAHSC policies and codes of conduct. Accordingly, this policy is intended to set forth the terms of LLUAHSC policy regarding use of various public media forums, e.g. radio/TV appearances, newspaper editorials, conference presentations, as well as blogs, discussion forums and other interactive websites.

**NOTE:** LLUAHSC employees (including faculty, physicians, employees and officers) are required to work through the Office of the Senior Vice President for Advancement or his/her designee in all dealing with the press media; i.e. newspapers, on line publications, magazines, television, radio and filmmakers regardless of whether the press initiates the contact or the LLUAHSC employee, etc. initiates the contact.

This policy includes provisions for Individuals creating, posting, commenting, or uploading to any Internet website such as media sites, chat rooms, bulletin



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- 1.3 Individuals shall be prohibited from making any discriminatory, harassing, disparaging, libelous, defamatory, obscene, profane, indecent, threatening, or otherwise illegal or injurious comments, e.g., sexually explicit or racial messages, jokes, or cartoons, or otherwise engaging in any such conduct prohibited by LLUAHSC policies.
2. Individuals shall not post information that in any way discloses private or confidential information about employees, students or patients of LLUAHSC.
  - 2.1 Individuals shall not publish or comment on information about patients that is protected by HIPAA laws.

**NOTE:** This provision can only be waived by LLUAHSC administration, NEVER by the patient alone.
  - 2.2 Individuals shall not publish or comment on information about students that is generally protected by FERPA laws.
  - 2.3 Individuals shall not publish or comment on any information that would be considered confidential employee information. This includes, but is not limited to employee addresses, social security numbers, employment status, pay, evaluation or job performance. It is understood that the HRM and Payroll Department may release appropriate employee information as authorized or required by law. .
3. Individuals shall not post information that in any way discloses private, confidential, or proprietary information, or trade secrets of LLUAHSC, its employees, or any third party that has disclosed information to LLUAHSC, or any other information of LLUAHSC protected by its policies.
  - 3.1 When relying on the intellectual work of others or quoting them, Individuals should always credit and/or link to the copyrighted work.
  - 3.2 Individuals shall be prohibited from publishing or posting any information that is confidential, proprietary, or otherwise protected by LLUAHSC policies.

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APPROVED: LLUAHSC Board of Trustees – August 31, 2010

\_\_\_\_\_  
Senior Vice President, Advancement

\_\_\_\_\_  
Date

\_\_\_\_\_  
President/CEO

\_\_\_\_\_  
Date

\_\_\_\_\_  
Corporate Secretary

\_\_\_\_\_  
Date

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Please read the following disclaimer for critical information prior to posting to this page.

The opinions expressed on the \_\_\_\_\_ (*site name*) represent the thoughts of the **[site name]** community and not necessarily those of **LLUAHSC or its affiliates**. The views expressed here do not in any way reflect the views of the site they are posted on, other sites affiliated with this site, the staff involved with the site, or any other members of this site.

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