


<b>CHAPTER</b> Information Management	<b>CHAPTER</b> 07	<b>SECTION</b> 002	<b>SUBJECT</b> 35
<b>SECTION</b> Data Management		<b>DESCRIPTION</b> Use of Social Media	
<b>WRITTEN BY</b> Lauren Emmons, ACSW COO	<b>REVISED BY</b> Sandy Koyl, BHSA IT, Billing, and Data Management Supervisor Arthur Williams, BS, MCSA		<b>AUTHORIZED BY</b>  Lauren Emmons, ACSW CEO

**APPLICATION:**

<input checked="" type="checkbox"/> CMH Staff	<input type="checkbox"/> Board Members	<input type="checkbox"/> Provider Network	<input checked="" type="checkbox"/> Employment Services Providers
<input type="checkbox"/> Employment Services Provider Agencies	<input checked="" type="checkbox"/> Independent Contractors	<input checked="" type="checkbox"/> Students	<input checked="" type="checkbox"/> Interns
<input checked="" type="checkbox"/> Volunteers			

**POLICY:**

This policy provides an overview of acceptable usage on social media sites for Lapeer County Community Mental Health. Since social media, is not considered private, communications will be professional and carefully considered whether on the job or representing LCCMH in the community.

One of the purposes of this policy is to comply with HIPAA and regulations requiring protection and security of electronic health information, as well as to fulfill our duty to protect the confidentiality and integrity of confidential medical information as required by law, professional ethics, and accreditation requirements (See Policy 02.002.60 Confidentiality and Release of Persons Served Records)

**STANDARDS:**

- A. As a general rule, the following principles should be used:
  - 1. Do not discuss any confidential agency business on social media. This includes information about business practices and individuals receiving services.

CHAPTER Information Management	CHAPTER 07	SECTION 002	SUBJECT 35
SECTION Data Management		DESCRIPTION Use of Social Media,	

2. Content that is posted on social media sites may be personal statements, not statements representing the agency unless it is on an official agency site, and authorized individuals post the information.
  3. Do not use vulgar/offensive language, endorse products/services, or political parties/candidates on agency sponsored postings.
  4. Employees are responsible when employing social media for professional and personal use and ensure that they are not inadvertently compromising our professional, legal, or ethical standards.
  5. LCCMH Staff, as mental health professionals, set the tone regarding stigmatizing words and references and are therefore encouraged to choose words carefully and refrain from stigmatizing language in social media.
- B. Social media representing LCCMH is handled by designated LCCMH Staff.
- C. Staff who provide a direct service to an individual will not engage in conversation or become "friends" via social media.

**DEFINITIONS:**

Social Media: including, but not limited to Facebook, Twitter, LinkedIn, blogs, YouTube, etc. While there is no guarantee the information sent to an individual intended to receive an email or text message will not be seen by other individuals, precautions need to be taken to ensure every effort is made to eliminate confidential information from these methods.

**REFERENCE:**

Policy 02.002.60 Confidentiality and Release of Persons Served Records

SK:lr