

	ORIGINAL DATE: 03/1/16 REVIEWED DATE:
SUBJECT: PUBLIC SOCIAL MEDIA GUIDELINES	CONCURRENCES: VP, COMMUNITY RELATIONS & MARKETING
INITIATOR:	PAGE: 1 of

Purpose

Social Media Comment Policy for the General Public

Social Media: As used in this policy, social media includes user-generated Web/online content created by individuals using highly accessible and scalable publishing technologies, including but not limited to blogs, wikis, tweets, podcasts, photo-sharing networks, online virtual communities, user-generated videos, message boards, other cloud computing and emerging technologies.

Terms and Conditions of Use

White Plains Hospital (the “Hospital”) is active in several social media platforms, including [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#). We encourage your posts and comments and we hope to engage in an ongoing dialogue with individuals and organizations who are interested in our hospital as well as the medical and wellness information we provide.

Please understand that we cannot offer medical advice, diagnosis or treatment via the internet. If you have a question about your specific medical condition, you should contact your doctor or other qualified healthcare professional.

As much as we’d like to, we can’t respond to every post, but we hope you’ll join our discussions. We aim to keep the conversation positive and engaging. To make sure this happens, please be truthful and polite when you post. Also, please keep the conversation on topic. The Hospital reserves the right to delete comments that are abusive or off topic or that contain foul language, spam, chain letters or advertisements for commercial products. Disagreements and feedback/criticism are welcome, but mutual respect is required and abusive language is prohibited.

It is important to remember that medical information is covered by privacy laws. The Internet is not private and your posts and comments are available for all to see. Information that you post will never go away, sometimes even after you delete it. In addition, since our sites are crawled regularly by internet search engines, within a few days of posting on any social media site, your information may be found when searching the web via internet search engines, such as Google and Yahoo. Additionally, because owners of other sites do not need to ask our permission to link to pages on our website, you may also find your information linked from other sites on the web. Therefore, we suggest that you refrain from posting detailed medical and personal information about yourself or others, including family and friends. If you choose to post your medical information, it will be accessible to all others on the site. If you are posting medical information about others, please ensure you have their approval to post their private information.

Postings that appear on our social media sites do not necessarily reflect the views of White Plains Hospital. When posts contain links to external websites, those sites do not necessarily reflect our views. Also, if we choose to follow a Twitter user or to recognize our favorite Facebook fan pages or YouTube videos, we are not endorsing that user or content.

YOU EXPRESSLY ACKNOWLEDGE THAT YOU ASSUME ALL RESPONSIBILITY RELATED TO THE SECURITY, PRIVACY, AND CONFIDENTIALITY RISKS INHERENT IN SENDING ANY CONTENT OVER THE INTERNET. You shall defend, indemnify, and hold WPH and its corporate affiliates and their respective officers, directors, employees, contractors, agents, successors and assigns harmless from and against, and shall promptly reimburse them for, any and all losses, claims, damages, settlements, costs, and liabilities of any nature whatsoever (including reasonable attorneys' fees) to which any of them may become subject arising out of, based upon, as a result of, or in any way connected with, your posting of any content to a Social Media Site, any third party claims of infringement or any breach of this Policy.

You may not provide any content to a WPH Social Media Site that contains any product or service endorsements or any content that may be construed as political lobbying, solicitations or contributions or use the Social Media Site to link to any sites or political candidates or parties or use the Social Media Site to discuss political campaigns, issues or for taking a position on any legislation or law.

By accessing, viewing, posting or otherwise using any content on or available through any White Plains sites, you unconditionally accept these Terms and Conditions of Use. If you do not agree to the Terms and Conditions, you may not use White Plains Hospital's social media sites.

Thanks for reviewing this policy, and we look forward to interacting with you.