

SOCIAL MEDIA POLICY OF HOSPITAL SANT JOAN DE DÉU - BARCELONA

Hospital Sant Joan de Déu (HSJD) establishes this policy in reference to its **digital presence in social media sites**. This policy is intended to ensure a good experience for everyone. **You should read this before participating in these networks.**

The HSJD's social media policy comprises two distinct areas:

- A. Institutional use of social networks**, which defines the goals, commitments and rules of participation to be applied in the management of these networks, both by the centre as well as by its professionals when they speak on behalf of HSJD.
- B. Personal use of social networks**, establishing some advice and recommendations to HSJD's professionals when interacting in social networks (not necessarily in digital sites of HSJD) from their personal profiles.

If any doubt, participants in HSJD social networks can send their questions to redessociales@hsjdbcn.org, where the management team will answer to any request.

INSTITUTIONAL USE

The activity in the social networks of Hospital Sant Joan de Déu aims **to promote the presence, services, and the conversation in the Internet of both the institution and its professionals**, in line with the values that inspire the hospital and the Hospitaller Order of St. John of God.

HSJD sites in social networks (Facebook, Twitter, YouTube, Flickr, Slideshare, or others) are aimed at mothers and fathers, grandmothers and grandfathers, families, medical professionals and society at large, who are interested in health of mothers, pregnant women, children and adolescents, in their healing when being sick, as well as in the prevention and training of good health habits that enable them to lead healthy lives.

It is important to remember that any information contained in our socials networks is not intended as a substitute for professional medical advice. It is therefore complementary, and aims only to promote education and good health habits. The user assumes all responsibility for the way he/she chooses to use this information.

DISCLAIMER: Concerning the publication of contents, the hospital is only responsible for those developed by HSJD, or its content recommendations from other sources, pledging to ensure the quality of the content posted on our sites.

- Posts from others are their own responsibility and in no case can be attributed to the Hospital Sant Joan de Déu, still being in sites of the centre.
- Hospital Sant Joan de Déu is not responsible for content posted and / or issued by other websites or groups other than its ownership, even though recorded in the same name.
- Hospital Sant Joan de Déu reserves the right to remove content that does not meet the requirements of this social media policy.

Our commitment to patients, their families and society in general

1. The HSJD is committed to encourage through the digital channel a new healthcare model in which patients are partly responsible for their health. In the context of the digital revolution, the HSJD considers not only inevitable the presence in social networks, but values it as the best option that can be taken in the interest of patients, because "it's necessary to know to act responsibly".
2. A conversational tone will always be close and friendly.
3. The HSJD is committed to be transparent. The management team of social networks will not delete any contribution made unless it is considered offensive, uses offensive language, violates the privacy of individuals or refers to an entirely alien subject to the centre (*spam*).
 - The presence of HSJD will not try to change opinions or impose the institution's, we just want to share, listen to and talk with participants and provide support wherever possible.
 - The HSJD will not moderate any content in its sites and will not edit any spelling or grammatical errors. Therefore, we will appreciate that, if you find any post in our site inadequate, either for its accuracy or shape, let us know so we can act accordingly.
4. The HSJD is committed to offer added value content that might be useful and interesting, both in its clinical and its playful side.
 - Our work focuses on the accuracy and quality of the clinical information. To ensure that we are continuously monitoring digital sites and constantly in contact with professionals.
5. Regarding the content developed or recommended by the HSJD from other sources, the hospital agrees to comply with the principles of HON (Health On the Net): HONcode.
 - To ensure its truthfulness and accuracy as far as possible and not to publish anonymous content.
 - To link directly to the original sources of external information and explicitly acknowledge the authorship.
 - To recognize and correct errors in the shortest possible time.
6. The HSJD is committed to promote the creation and diffusion of content under [Creative Commons Attributions 3.0](#) license, in order to achieve maximum distribution of documents, videos, teaching materials, etc. The hospital guarantees that all institutional material subject to this license will have adequate technical and professional review.
7. Regarding the language used by the HSJD in its publications and entries in the different channels in social networks, they are written mostly in Spanish. This practice is motivated by the will of the hospital to reach the largest possible amount of citizens, both in its geographical area of influence and beyond it. In any case, this fact does not avoid in any case the use of Catalan when the management team deems appropriate. Moreover, given the global nature of the Internet and social networks, we also consider the incorporation of content in other languages (English, French,...), in which case we will try to explain the contents to facilitate the understanding.

8. The management team of the HSJD social networks will do everything possible to attend all the participations, questions and comments that might occur.
 - The management team of social networks will attend the management of its pages and sites from Monday to Thursday from 9 am to 5 pm and Friday from 8 am to 3 pm (working days in Barcelona, Spain).
 - This management time does not limit the scheduled publication of content out of it, a possibility offered by content management tools.

Rules of participation in HSJD social networks

These rules of participation are aimed at HSJD professionals and non-HSJD people that participate in the conversation on our social networking sites.

In order to ensure a good experience using social networks HSJD has established the following **rules for the participation**:

- HSJD ensures the protection of minors. For this reason it is strictly forbidden to publish photographs, videos or any graphic material where appearing minors without the permission of its parents or legal guardians.
- You should check the policy of copyright of any content you want to share on HSJD social networks:
 - To avoid publishing without the permission of the authors content that does not allow this practice.
 - If you wish to provide Internet content which copyright permits its publication, you must enter the URL so other participants can view or download the content from the owner site.
- The opinions of other participants will be respected, even if they are not shared. It won't be allowed any insult or use of offensive, racist, violent or xenophobic language, or the promotion of illegal activities.
- It is highly recommended to avoid posting personal information (postal or electronic address, phone, etc..) on the sites of the Hospital Sant Joan de Déu.
- You should avoid advertising businesses, services or events for profit. The management team of the social networks will decide the treatment for solidarity or non-profit messages, as well as those messages which seek membership in groups or sites outside the Hospital Sant Joan de Déu.
- You should make sure to talk about issues related to the sites. If you wish to discuss other issues, we recommend you to look for other suitable sites or groups.
- You should avoid writing more than once the same comment: this practice is considered *spam*.
- The platforms where the HSJD sites are located have their own rules for participation and should also be respected.

The team that manages the social networks of the Hospital Sant Joan de Déu reserves the right to delete any message that does not comply with these rules or to block the activity of participants on its sites if they repeat their misbehaviour.

HSJD professionals in social networks

Perhaps some service / unit or professional of Hospital Sant Joan de Déu might be involved or asked to participate in any conversation on the Internet for business purposes (forums, blogs,...) in relation to the objectives of the centre itself or representing it. In this case, you should report by sending an email to the address redessociales@hsjdbcn.org, with the subject "*Participation in social networks*".

These are the rules of participation that are expected to be observed by professionals who act on behalf of the hospital in social networks:

- As a general principle, use common sense and maintain a professional approach and style.
- It is strongly recommended to act with transparency and to respect the law and the values of the institution. You should also follow all applicable rules of the centre in areas such as data protection. In the corporate intranet you can find the "Policy of data protection" and the "Employee manual" which contain this information.
- The use in websites or social networking sites of information or graphic resources (photos, logos, corporate images, illustrations, videos, etc..) related to the HSJD for employment purposes should be consulted with the Department of Communication of the centre.
- If the hospital professionals want or need to start social networking (blogs, Facebook group, Twitter profile, etc.) about any topic related to the activity of the centre, HSJD encourages them in this initiative, and offers support and recognition through the HSJD social networks. For any doubt, participants in HSJD social networks can send their questions to redessociales@hsjdbcn.org, where the management team will provide support and information on best practices.

PERSONAL USE

Social media offers unlimited opportunities that professionals working in the HSJD can enjoy responsibly. As members of the institution, even when interacting in social networks from their personal profiles, our professionals should take into account a range of advice and recommendations in order to ensure a good use whenever they talk about institution or introduce themselves as professionals belonging to it.

To avoid possible conflicts with the communication from HSJD, **the centre offers its professionals a variety of advice and recommendations when interacting in social networks from their personal profiles:**

- Share your knowledge: all the professionals and employees of the HSJD have knowledge, talent and skills that the centre encourages to share participating in social networks. Doing so professionals help to publicize the centre and its values, this will be remembered by others. They can also benefit their careers, positioning themselves as experts and enthusiasts in their professional vocation.
- Any HSJD professional with personal presence on social networks can express this condition freely. When you make clear this condition you should explain that you participate personally and not on behalf of the HSJD. Here are two possible texts that can be used, for example, on a personal blog:

1. "Interventions and opinions in this website are personal and do not represent the views of the Hospital Sant Joan de Déu".
 2. "Disclaimer: This is a personal web site, run in my spare time and only reflects my personal views. Interventions and opinions in this website does not represent the views and policies of the Hospital Sant Joan de Déu, past or present, or any other organization where I may be affiliated/a."
- You must use a non-corporate e-mail to register personal accounts (such Gmail, Hotmail or Yahoo, for instance) in any website not owned by HSJD, as this information could be used for unintended purposes.
 - It is discouraged to give medical opinions on social networks or other digital media.
 - HSJD strongly discourages “friending” of patients or caregivers and relatives on social media websites. Staff in patient care roles generally should not initiate or accept friend requests except in unusual circumstances such as the situation where an in-person friendship pre-dates the treatment relationship.
 - HSJD discourages staff in management/supervisory roles from initiating “friend” requests with employees they manage. Managers/supervisors may accept friend requests if initiated by the employee, and if the manager/supervisor does not believe it will negatively impact the work relationship.
 - Keep in mind that you should not disclose confidential information about the centre, its professionals or patients. Under current law, is forbidden to disclose any personal health information, including images of patients, in any social network or digital media.
 - You shouldn't post any derogatory or offensive remarks. We recommend being respectful and professional in the relationship with other HSJD employees, customers, suppliers, other health centres and patients and families in general.
 - It is strongly advised to avoid participation in actions or movements that may cause harm or have a negative impact on the reputation of HSJD and the services it offers.
 - If you use social networking sites during working hours, is recommended to use them to achieve an improvement in the service that is offered by the HSJD, and you should prevent this practice to interfere in the work commitments.

It relies on the professionalism and discretion of the hospital staff that the use of social media will be appropriate to the values and policies of the institution.

This policy of social media of the Hospital Sant Joan de Déu will be updated periodically, considering valid for all purposes the version posted on the web (with date of last modification).

Last update: March 2012