Sutter Health
With You. For Life.

Social Media Tip Sheet for Sutter Health Network Employees

As a member of the Sutter Health family, everything you say or do in a social setting may connect back to our organization.

To protect the organization and yourself, here are a few tips. This is only an overview – **click here** to read the Sutter Health Social Media Policy. The policy is available on MySutter Intranet and on sutterhealth.org/employees.

If you are an employee, volunteer, physician or other associate of the Sutter Health network of care, then this applies to you.

Nothing in the Sutter Health Social Media Policy will be interpreted to limit or interfere with an employee's rights under Section 7 of the National Labor Relations Act or to prohibit employees from discussing the terms and conditions of their employment. The Sutter Health network understands that an employee's speech may be protected by a number of laws.

1. Be Real

Be authentic, honest and genuine about your role with the Sutter Health network when discussing company-related matters. It's unacceptable to post fake reviews (favorable or unfavorable) of Sutter Health, its patients, employees, physicians, other partners, or its competitors. Make it clear that your views are your own and not reflective of the organization with a simple disclaimer such as: *Opinions shared are my own and do not reflect the views of my employer.*

2. Protect the Patient

Don't post personal health information – or anything, including photos – that may reveal a patient's identity. Sometimes, even general statements about a patient can contain enough information for a community member to recognize the patient – therefore, violating the Health Insurance Portability and Accountability Act (HIPAA), state law, and possibly related Sutter Health policies.

3. Respect Sensitive Information

Don't make how we do business everyone else's business – keep confidential or trade-secret information to yourself. Don't post, email or text about it, just as you wouldn't talk about it in person.

4. Uphold Job Performance

While at work, don't let your time on social media sites or on your personal mobile phone interfere with your job duties. It's ok to engage during break times or on your own time, but if your participation has a negative impact on your work performance or the way you interact with patients, then your manager may consider revoking privileges.

5. Understand Violations of Use

Don't use social networking sites, personal email or mobile messaging to transmit, receive, or store information regarding the Sutter Health network, its employees or patients that is illegal, discriminatory, harassing, libelous, slanderous, proprietary and/or confidential, and/or protected under HIPAA.

6. Pause Before you Post

Be aware that anything you share is available on the Word Wide Web – despite strict privacy settings. So think before you post – if you wouldn't wear it on a T-shirt, or display it on a billboard, then don't post it.

7. Respect the Brand

Don't use our organization's logos, trademarks, proprietary graphics, photographs of locations or services or capture video or audio recordings without prior authorization from appropriate Marketing or Communications leadership.

8. Go Ahead, Engage!

We encourage you to use social media to connect with colleagues, network with peers, or hey, even 'like' one of our network's pages on Facebook! Just be sure you act in accordance with the Sutter Health Social Media Policy – whether you're at work or at home; on a Sutter Health-hosted site or a non-hosted site; on the Internet or Intranet (MySutter sites).