



Company Name: <b>ATS Communications, Inc.</b>	Policy Name: <b>ATS Privacy Policy - Social Media</b>
Policy Number/Name: <b>HIPAA Policy 24.0</b>	Effective Date: <b>5/15/18</b>
Responsible for Review: <b>Maggie Tristan</b>	Review Date: <b>08/09/2021</b>
Synopsis of Policy: ATS Privacy Policy - Social Media  This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, micro-blogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.	

## **Full Policy Language:**

### Procedures:

The following principles apply to professional use of social media on behalf of ATS Communications, Inc. as well as personal use of social media when referencing ATS Communications, Inc. .

1. Employees should be aware that it is never acceptable to post to social websites any information regarding client's PII, patients, their condition, their treatment plan, and that sanctions up to and including termination will occur.
2. Employees need to know and adhere to the ATS Privacy Policy - Organizational Code of Conduct, ATS Employee Handbook, and other ATS Communications, Inc. policies when using social media in reference to ATS Communications, Inc. .
3. Employees should be aware of the effect their actions may have on their images, as well as ATS Communications, Inc.'s image. The information that employees post or publish may be public information for a long time.
4. Employees should be aware that ATS Communications, Inc. may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to ATS Communications, Inc. , its employees, or its customers.
5. Although this is not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
6. Employees are not to publish, post, or release any information that is considered confidential or private. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or their supervisor.
7. Social media networks, blogs and other types of online content can generate press, media attention, or legal questions. Employees should refer these inquiries to authorized ATS Communications, Inc. management.
8. If employees find that they encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
9. Employees should get appropriate permission before they refer to or post images of current (or former) employees, members, vendors, and suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks, or other intellectual property.

10. Social media use shouldn't interfere with employee's responsibilities at ATS Communications, Inc. . ATS Communications, Inc. computer systems are to be used for business purposes only. When using ATS Communications, Inc. computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, ATS Communications, Inc. blogs, and LinkedIn). However, personal use of social media networks, or personal blogging of online content is discouraged and could result in disciplinary action.
11. Subject to applicable law, after-hours online activity that violates ATS Privacy Policy – Organizational Code of Conduct or any other company policy may subject an employee to disciplinary action or termination.
12. If employees publish content after-hours that involves work or subjects associated with ATS Communications, Inc. , a disclaimer should be used, such as this: "The postings on this site are my own and may not represent ATS Communications, Inc. positions, strategies, or opinions."
13. It is highly recommended that employees keep ATS Communications, Inc. -related social media accounts separate from personal accounts, if practical.

AUTHORIZED BY: Maggie Tristan / Thomas Klosterman