



PINNACLEHEALTH

System

PinnacleHealth Social Media Policy Guidelines

Posting Guidelines: (PinnacleHealth Responsibility)

- PinnacleHealth wall posts will be accurate and factual. We won't post things that are wrong or may lead you astray.
- If we discover an error or incorrect post, PinnacleHealth will correct discovered errors immediately and note the corrections within the original post.
- PinnacleHealth is very serious about respecting patient privacy and HIPAA and we will never publish content that can be used to identify a patient's identity or health condition. The only exception will be if the patient has given expressed permission to share their information via a testimonial
- The goal of PinnacleHealth's Facebook Pages is ultimately to make our health system become your preferred choice by demonstrating that PinnacleHealth is a high-quality, trustworthy, reliable health system. Through this page we want to connect and increase our communication with you by listening and providing you with the answers, news, and information you're seeking. We try our best to do that by sharing medical news, health assessment tools and tips, information about PinnacleHealth, our services and our top-notch employees, and more. We want to hear your feedback and know what you're looking for, so please share with us.
- Though comment posts from fans will appear immediately, fan posts are monitored and evaluated frequently, and will be removed if they do not fit into the posting guidelines laid out below.
- PinnacleHealth's posts will be original works and often will reference news articles, medical articles or studies for the benefit of our users. We do not take credit for 3rd party content being referred to in any of our posts.
- PinnacleHealth will reply to comments or forward on concerns when appropriate.

Comment Guidelines: (Fan Responsibility)

- PinnacleHealth is very interested in your thoughts about the posts we make and the news we share, so we encourage you to comment and share your opinions about any topic posted.
- By posting a comment on a PinnacleHealth Facebook page, you are claiming responsibility for that comment and agreeing to the terms set forward here.
- PinnacleHealth believes that it's important to show consideration and respect when communicating with other users on the page. Remember, each account represents an actual person who will read the comments you make. So, if you can't be polite, don't post it.



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- Please respect people's privacy and don't post comments with contact, personal or medical information about others on our wall. You are welcome to post about yourself and can contact us via phone or email if you need to discuss something. We will remove posts that include people's full names, personal information (email, phone number, address, etc.), or patient information because we cannot assume the good intentions of everyone who reads them.
- Comments that are sure to be removed include racist, sexist, illegal, slanderous, obscene, or derogatory content or comments that can be taken as harassment, bullying, abusive, inappropriate, or hostile.
- Comments that are off topic or suspected SPAM will also be removed.
- If you post confidential, proprietary, sensitive, or trade-secret information about PinnacleHealth or one of its affiliates, it will be removed.
- Requests for comments to be removed will be considered and the post evaluated for any violations.
- By posting on our page, you agree give PinnacleHealth the irrevocable right to reproduce, distribute, publish, display, edit, modify, create derivative works from, and otherwise use your submission for any purpose in any form and on any media.
- If you post a thoughtfully written complaint that doesn't contain profanity and personal attacks, we won't delete it by default and will do our best to address it. Once the issue is resolved or has been forwarded on to the appropriate department for resolution, we reserve the right to take it off the page.
- Our PinnacleHealth Facebook pages are not a place for personal agendas such as advertising, promotion, recruiting, campaigning, lobbying, soliciting or proselytizing.
- PinnacleHealth reserves the right to block anyone who repeatedly violates these guidelines.
- By posting, you agree to indemnify and hold harmless PinnacleHealth System, its affiliates, directors, officers, employees, successors and assigns against any damages, losses, liabilities, judgments, causes of action, costs or expenses (including reasonable attorneys' fees and costs) arising out of any claim by a third party relating to any material you have posted on the PinnacleHealth sponsored sites.