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| Reviewed and Approved by Executive Director: | Reviewed and Approved by Clinical Director: | Implementation Date: |
| Reviewed and Approved by Medical Director: | Reviewed and Approved by Director of Quality Assurance: | Revised Date(s): N/A |

# Life Alliance Organ Recovery Agency (LAORA)

# Donor Family Services

# Social Media Policy

# 2011

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| **Statement of Policy:** | Organizations use Social Media technologies to engage their customers and share information (i.e. donor families, community, volunteers) for marketing, networking, customer services and communications when appropriate. Life Alliance Organ Recovery Agency is committed to ensuring that employees follow appropriate conduct when utilizing social network sites like Facebook and Twitter for business purposes. |
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| **Statement of Purpose:** | This policy gives basic guidelines for employees to follow while utilizing social network sites for corporate use in an effort to support the mission and goals of the organization. |

**POLICY:**

1. Corporate use is defined as any participation on a social networking site or website that is directly part of an employee’s job description or defined duties as part of employment.
2. After an employee receives approval to engage in social media on behalf of LAORA from its leadership, he/she will follow the following guidelines when representing Life Alliance (LAORA)/University of Miami (UM) in a social networking site (including LAORA’s Facebook and Twitter pages):
3. When writing about LAORA, use your real name and identify your relationship with the organization. Staff will disclose conflicts of interest and will not attempt to conceal their identity.
4. Provide information about organ, eye and tissue donation.
5. Encourage donor designations.
6. Inform fans/members, donor families and volunteers of events.
7. Inspire new fans to become volunteers.
8. Seek opportunities for further media exposure.
9. Never represent LAORA in a false or misleading way. If uncertain about how your comments may be interpreted, consult with leadership.
10. Posts will be accurate, factual, meaningful and respectful comments; in other words, no spam and no remarks that are off-topic or offensive.
11. Use common sense and common courtesy. Avoid ethnic slurs, personal insults, sexual innuendo, obscenity and/or topics that may be considered objectionable or inflammatory (i.e. politics).
12. Refrain from making defamatory, embarrassing or mean spirited statements about LAORA/UM, its employees, clients, partners, affiliates, vendors, business associates or others.
13. Make sure that the posts don’t violate LAORA’s privacy, confidentiality and legal guidelines for exchanging communications with outside parties (site policy #).
14. Information regarding donor referrals, donor cases (including outcome) will not be discussed.
15. There will be a completed release form (site form #) on file prior to utilizing donor, donor family, or recipient images and/or stories in social media.
16. When disagreeing with others’ opinions, keep it appropriate and polite. If a conversation becomes antagonistic, make sure you contact the leadership.
17. Never comment about anything related to legal matters, litigation, or any parties that LAORA/UM may be in litigation with.
18. Never participate in social media when the topic being discussed may be considered a crisis situation. If a crisis erupts, follow protocol in Media Communications Policy (site policy #).
19. Be smart about protecting yourself, your privacy, and LAORA’s confidential information.
20. Staff will reply to emails and comments when appropriate.
21. Do not discuss or comment on topics that are not within the scope of your authority or base of knowledge with the organization.
22. Refrain for comments, photos and/or other postings that do not bring value to the organization.
23. Do not cite or reference clients, partners, volunteers or vendors without their approval.
24. If staff makes a mistake, supervisor will be notified. Mistake will be acknowledged and corrected promptly. When a correction is made, original post will be preserved, showing by strikethrough what corrections have been made to maintain integrity.
25. Document social media activities on monthly activity report.
26. Comments/posts will be reviewed by staff daily.
27. If a member of the media or a blogger contacts you about an Internet posting that concerns the business of LAORA, please refer the person to the leadership. This is especially important if the post or blog includes negative statements about the organization and/or donation/transplantation industry.
28. Life Alliance Facebook and Twitter pages will use approved UM and Donate Life America logos so that it complies with branding campaigns.
29. All Spam and/or comments that are off-topic (i.e. inconsistent with, or would negatively impact LAORA/UM reputation) will be deleted.
30. If a person posts a comment disclosing personal information and/or specific information regarding donation (i.e. name of donor, donation date) or transplantation (name of recipient, transplant date) it will be deleted. If a donor family wants to communicate with their loved one’s recipients (or a recipient wants to communicate with their donor family) they must follow Communications Policy guidelines (find policy #).
31. All original source materials will be referenced with an online link.
32. A disclaimer statement will be posted on the social media site and sent periodically to all members/fans.

Exemptions from this policy:

N/A

Resources: