



SOCIAL MEDIA USAGE - PANEL MEMBERS

PURPOSE

The purpose of this policy is to assist panel members in making appropriate decisions when conducting themselves on social media.

It provides guidelines for conduct when using social media profiles where **any** reference (*whether direct or indirect*) is made to MHR, MHR Clients or Clients' patients on social media, including conduct outside of working hours.

The policy outlines the standards required by panel members to observe when using social media, the circumstances in which MHR will monitor a panel member's use of social media and the action MHR will take when a panel member breaches the policy.

SCOPE

This policy applies to:

- All MHR Panel Members working at a client or MHR office.

DEFINITIONS

Term	Definition for the purpose of this policy
Social Media	Facebook, Twitter, LinkedIn, YouTube, My Space, Google+, Social networking websites, Blogs, Micro blogs, Podcasts, Discussion forums, Messages boards, Comments on web articles, Wikis, Virtual worlds, and any other online platform/social media website.
Company Confidential Information	<i>Company Confidential information</i> is more classified than 'Public' information. A negative impact could occur for MHR if such information is disclosed. <i>Examples include, but is not limited to:</i> Internal policies and procedures, Strategies, Branding information, Client Service Level Agreements, Company tariffs, Budgeting and financial information, Any time-sensitive business and financial data, e.g. Company financial results and pending acquisitions, etc.
Confidential Information	<i>Confidential information</i> is <i>private</i> or <i>sensitive</i> in nature. It includes any Personal Information concerning a MHR client/Clients' patient/Co-workers at MHR/Clients as per the definition of personal information below.
Personal Information	Any <i>identifying information</i> associated with a person such as a name, identification number, contact details (Address, cell phone number, email address etc.) or <i>information specific to the physical, physiological, genetic, mental, economic, cultural or social identity of a person</i> (such as race, gender, marital status, nationality, health record/history/disability, educational background, job title, CV, references, financial and pay details, etc.).

POLICY STATEMENT

- MHR reserves the right to request the removal of its name or logo or any registered trademarks from social media accounts.
- It is MHR's prerogative to request a panel member to remove a post from a social media platform if MHR believes the post to be inappropriate in any way as described in the sections below.

1. SOCIAL MEDIA CODE OF CONDUCT

- Panel members may not do anything that damages the reputation of MHR and must always act in the company's best interest. **This duty extends to the use of social media.**
- Panel members should be mindful that everything they do or say on social media might have an effect or reflect on MHR, its clients and its reputation. In conducting themselves on social media, panel members are expected to use sound judgement and act with professionalism and integrity and adhere to the company values.

2. PERSONAL USE OF SOCIAL MEDIA

- MHR recognises that panel members may wish to use social media in their personal lives and this policy does not intend to discourage nor unduly limit personal expression or online activities.
- However, even if social media activities take place on a personal account and outside working hours (*as personal activities should*), what a panel member writes/posts can influence his/her ability to conduct work-related responsibilities, co-workers' at MHR/Clients ability to do their jobs and the Company's business interest.
- This is particularly the case when a panel member can be identified as an employee of MHR or a MHR client.
- Panel members should recognise that they are legally liable for anything they write or present on social media.
- Social media activities may not interfere with employment commitments with MHR or MHR clients.

3. RULES AND REGULATIONS FOR THE USE OF SOCIAL MEDIA

Whenever a panel member is permitted to use social media in accordance with this policy he/she must adhere to the following general rules:

- Always write in first person, identify yourself and your role, and use the following disclaimer "*The views expressed are my own and don't reflect the views of the company I work for*".
- Interact politely and respectably with people on social media.
- Adhere to the terms of use of the relevant social media platforms, copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.
- Any '*company confidential*' or '*confidential*' information associated with MHR, MHR Clients or Clients' patients is strictly forbidden in social media communication. Disclosing *confidential* or *company confidential* information will be considered as a serious breach of MHR's *Code of Conduct/Confidentiality* policy.
- Panel members who are not authorised may not claim to be speaking on behalf of MHR/MHR clients or express an official position of MHR/MHR clients on social media.
- Do not escalate heated discussions. It is advisable to never contribute to a discussion if one is angry or upset, return to it later when one could contribute calmly and rationally.
- Activity on social media during office hours should complement and/or support work related duties and responsibilities and should always be used in moderation. Panel members are expected to familiarise themselves with the '*MHR cell phone-telephone-tablet usage*' policy, clients' expectations, as well as relevant client policies and procedures.

Panel members must refrain from forwarding a link to or uploading/posting any of the following:

- Information concerning MHR, MHR Clients or Clients' patients.
- Abusive, obscene, discriminatory, pornographic, harassing, threatening, indecent, lewd, derogatory, suggestive or otherwise objectionable content.
- Chain e-mails, junk mails, cartoons, jokes or gossip.
- Unlawful content.
- Racist, sexist, or insulting content.
- Untrue statements.
- Statements/information which infringes the privacy of others.
- Explicit political messages.
- Content that criticises individuals including, but not limited to MHR's clients, clients' patients and co-workers at MHR or MHR clients.
- Any unfounded accusations.

4. BREACH OF POLICY

Panel members found to be in breach of this policy may be subjected to appropriate disciplinary action. Depending on the severity of the breach, disciplinary action could result in summarily termination of services and/or legal action under appropriate circumstances.

ASSOCIATED DOCUMENTS

Policy title	Location
Confidentiality (Panel members)	MHR website/Intranet
Cell phone-Telephone-Tablet usage (Panel members)	MHR website/Intranet
MHR Code of Conduct	MHR website/Intranet