

POLICY AND PROCEDURE SOCIAL MEDIA AND MEDIA RELATIONS

POLICY:

It is the Abbott House, LLC policy to follow all rules and procedures on social media and media relations. Employees will be held responsible for complying with this policy.

PURPOSE:

The purpose of this policy is to provide guidance to employees regarding social media and media relations. Social media encompasses a broad array of online activity including social networks such as Facebook, Twitter, YouTube, Instagram, and Snapchat as well as professional networks such as LinkedIn, blogs and other similar online or internet communications. The information posted to these various outlets can be tracked and traced. Using social media as a form of communication is vast and growing, it is important to communicate Abbott House, LLC's position regarding employees' use of social media or networking.

Media relations procedures includes who may or may not talk to the media, whom to notify of requests for interviews, whom to contact after hours, use of press releases, or media relations philosophy.

Use at Work or During Working Time

Abbott House, LLC discourages employees to access social media and/or social networking sites while on company time or property. Accessing such sites during work time or on company property takes away focus from the therapeutic process of our residents.

Use Outside of Work and Away from Company Property

It is not our goal to regulate your personal online activities when not on company time or property. However certain activities might impact your working relationships or the company's reputation, therefore; we do reserve the right to regulate. All employees should ensure that they are familiar with company conduct policies and confidentiality guidelines to avoid any online communications that might violate those policies.

For example, you should ensure your online activities do not violate Abbott House, LLC's policy regarding harassment, discrimination, retaliation, or similar policies pertaining to how employees interact with each other. If you post or say something online that makes another employee uncomfortable at work, your activity may result in an investigation and could result in disciplinary action up to and including termination of employment.

Similarly, employees are not permitted to use the company name, logo, trademark, or service mark in online activities. Employees are not permitted to post photographs of the company, residents, its locations, products, participants, or employee-related activities outside of the organization online. Employees are not permitted to disclose any confidential information about the company, employees, products, processes, or customers without prior authorization from the Executive Director.

Media Relations

The Executive Director will be the primary contact and spokesperson for the organization. All media communications, interviews, and press releases should be handled by the Executive Director.

Recommendations for Colleagues

You may not write recommendations for colleagues as an Abbott House, LLC employee. Abbott House, LLC policy requires that all recommendations pertaining to employees come from the Executive Director. Therefore, we ask that you clear all potential recommendations and comments with the Executive Director for anyone associated with the organization.