



ALLEVIANT

HEALTH CENTERS™

Heal Pain. Restore Hope. Regain Purpose.

Social Media Policy

Alleviant Health Centers respects the right of any team member to maintain a blog, website, or to participate in a social media networking through Facebook, Instagram, YouTube, LinkedIn and other social platforms. However, to protect the Organization's interests and ensure team members focus on their job duties, team members must adhere to the following rules:

1. You must not share confidential or proprietary information about Alleviant Health Centers and its partners. Any information that cannot be disclosed through a conversation, a note or an e-mail, it also cannot be disclosed in a blog, web page, or social networking site.
2. You must not share any personal health information of our patients including patient images or any information covered under HIPAA on any social media platform.
3. If your affiliation with Alleviant Health Centers is apparent, your social media activities should be consistent with AHC high standards of professional conduct.
4. Even when your affiliation with Alleviant is not apparent, your friends and family usually know who your employer is, so it is not possible for anyone to be completely anonymous in posting comments about job dissatisfaction, etc. even if the Alleviant name is not specifically mentioned. Please, refrain from posting such comments and posts on social media. If you have any negative feedback or concerns, please express them to your manager or through the form on the employee portal.
5. If your social post mentions Alleviant Health Centers and also expresses either a political opinion or an opinion regarding the AHC's actions that could pose an actual or potential conflict of interest with Alleviant, you must include a disclaimer stating that the opinion expressed is your personal opinion and not the position of Alleviant Health Centers. This is necessary to preserve our organization's good will in the marketplace.
6. If you communicate on the public internet about Alleviant Health Centers or Alleviant-related matters, you must disclose your connection with AHC and your role at Alleviant.



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7. Be professional, use good judgment and be accurate and honest in your communications: errors, omissions or unprofessional language or behavior reflect poorly on Alleviant, and may result in liability for you or AHC.
8. Be respectful, polite and professional to fellow employees, business partners, competitors and patients.
9. Ensure that your social media activity does not interfere with your work commitments.
10. AHC strongly discourages “friending” of patients on social media websites. Staff in patient care roles generally should not initiate or accept friend requests except in unusual circumstances such as the situation where an in-person friendship pre-dates the treatment relationship.
11. When your connection to AHC is apparent, you should avoid implying that an endorsement of a person or product is on behalf of Alleviant, rather than a personal endorsement.
12. Do not post any material that is discriminatory, obscene, defamatory, libelous or violent. It reflects poorly on the company’s reputation.
13. Follow our confidentiality and data protection policies and observe laws governing copyrights, trademarks, plagiarism and fair use. When in doubt, consult with our Marketing Department and/or your manager.
14. Unless approved by the Marketing Department, your social media name, handle and URL should not include Alleviant Health Centers name or logo.

Our Organization policies apply equally to team member social media usage. Alleviant Health Centers encourages all team members to keep in mind the speed and manner in which information posted on a blog, web page, and/or social media platforms is received and often misunderstood by readers. If you have any questions, please review the guidelines above and consult with your manager. Failure to follow these guidelines may result in discipline, up to and including discharge.