



Psychology Internship Consortium

Sanford Social Media Policy

OVERVIEW OF POLICY

Social media is part of daily life. Ensure your content avoids misrepresentation, protects patient privacy, and maintains a respectful and professional online presence.

Whether you use a work device or your own, **do not** use social media for personal reasons during work hours. Even when you are off duty, people may still identify you as an employee of the organization and may view your online activity as representing the organization.

People can identify you as an employee if you:

- List the organization as your employer on your profile
- Wear organization-branded apparel or display your badge in posts, photos, or videos
- Record content inside organization facilities

At all times during working hours and when you identify yourself as a Sanford employee, you must follow the Social Media – Enterprise policy.

Get approval from the digital marketing team before creating any organization-related group or page. **Do not** upload or use the Sanford logo unless you have been given permission to do so.

- Never share PHI or workplace details that could reveal someone's identity. Avoid posting photos, videos, stories, or even vague descriptions that could expose private information.
- Even positive posts can violate privacy. Do not share names, identifiers, or patient details in private messages or closed groups.
- Avoid jokes, comments, or posts that could harm trust in the care you provide.
- Never shame, mock, or speak disrespectfully about anyone.
- These actions are unprofessional and could lead to corrective action.
- Do not talk with patients, residents, clients, members, or their families about care or business issues through personal social media.

- Do not create or share work-related content, such as photos, videos, or posts taken while on duty, in uniform, or inside organization facilities, unless you have approval. These posts can look like official statements from the organization.
- Do not post content that could be discriminatory, harassing, harmful, or offensive.
- Avoid comments about someone's race, age, gender, or any other personal characteristic.
- Posting discriminatory or harassing content may result in corrective action up to termination.
- Your personal rights do not override organizational expectations. The First Amendment protects you from government limits on speech, not from professional accountability.
- Even outside of work, your content can impact the organization. The organization may take action if your posts conflict with its values or interests.

VIOLATION OF POLICY

Violations of this policy may result in disciplinary action, which may include suspension, restriction of access, or more severe penalties up to and including termination of employment. Where illegal activities or theft of company property (physical or intellectual) are suspected, the company may report such activities to the applicable authorities. The Sanford Health Psychology Internship Consortium (SH-PIC) strictly adheres to the Sanford Enterprise policy and violations will be managed in accordance with organizational guidelines.