**PUBLIC POLICY STATEMENT REGARDING SOCIAL MEDIA**

Pinckneyville Community Hospital

Pinckneyville Community Hospital endeavors to communicate to the public in a forthright and responsible manner. It takes seriously the manner in which it informs and communicates with its constituent public; its patients, families of patients, employees and members of the public. The media outlets it uses are many and varied. Among them are “social media” outlets, i.e. Facebook™, YouTube™, Instagram™ and others.

Pinckneyville Community Hospital believes its participation in online communities is a valuable means of sharing and communicating. Pinckneyville Community Hospital may use these social media outlets to communicate information, and will do so in a closely monitored manner to maintain the integrity of its messaging and the information it is disseminating to its constituent public. We encourage individuals to participate in Pinckneyville Community Hospital social media activities – become a “fan” of, or “like” Facebook™ pages, post hospital related activities using Instagram™ or comment responsibly on health blogs or information posts as may be written by Pinckneyville Community Hospital staff and/or contracted providers.

By posting any content on any Pinckneyville Community Hospital, website or social media page,individuals grant to the Pinckneyville Community Hospital the irrevocable right to reproduce, distribute, publish, and display such content and the right to create derivative works from your content, edit or modify such content and use such content for any network purpose.

Pinckneyville Community Hospital may remove, delete, block, filter or restrict by any other means any materials, videos or postings which are deemed obscene, defamatory, profane, libelous, threatening, discriminatory, harassing, retaliatory, abusive, or hateful and or otherwise not appropriate for public consumption, at its sole discretion.

Pinckneyville Community Hospital requests that when individuals post reviews, ratings, comments or other posts about the Hospital and its services, to refrain from using names of specific employees. The Hospital respects an individual’s right to post content to social media and appreciates the feedback. However, the Hospital’s Risk Manager or Marketing Director may reach out to an individual making a post of this nature in order to thank them for their feedback, that their post is important, and to respectively consider removing the employee identifier.

Pinckneyville Community Hospital believes it is more effective to resolve individual complaints and/or concerns through direct contact with the appropriate personnel than by posting complaints on the internet. In the event a posting is made as a complaint, the individual posting a complaint will be asked to contact the Hospital’s Risk Manager at [Customerservice@pvillehosp.org](mailto:Customerservice@pvillehosp.org) or 618-357-5976.

If individuals would like to recognize specific individuals or departments for exceptional care, they may do so through the Making a Difference program by completing slips available at the Hospital or via a secure communication available on [www.pvillehosp.org](http://www.pvillehosp.org) via the Patient Feedback page.

F-CMP3300 Social Media Public Policy Statement 03-07-22