



Social Media Guidelines

Horizon Health Network Employees/ Non-Employee Personnel

Horizon is online – and we know you are too!

These guidelines will help you engage on social media while also respecting Horizon's values, ethics, and policies.

If you're a staff member, physician, volunteer, student or contractor with Horizon these guidelines apply to you. To protect yourself and the organization, please carefully review this page.

01 Protect Your Patients

Maintain patient confidentiality. Don't post personal health information, including photographs that could reveal a patient's identity.

You're required to follow all applicable Horizon policies, including Social Media and Confidentiality.

02 Live Your Values

Work duties come first. It's ok to engage online during breaks, or on your own time, but don't let your social media activities affect your work performance or patient care.

If you do identify your affiliation to Horizon (on any social platform) make sure your activities are consistent with the high standards of your profession and Horizon.

Even though you may not agree, show respect for others' opinions.

03 Be Brand-Friendly

If you wish to create a public social media page, account, group, or event associated with Horizon you will require the approval of your VP. Please consult the Communications Department prior to going live, and make sure your page or account remains a professional reflection of your work and your health care organization. Communications may monitor your page for compliance.

Horizon logos and templates should only be used for approved purposes, events, and publications. Review Horizon's Brand Standards for more information, and don't use the organization's logos, graphics or photographs without permission from Communications staff.

04 Be Real

Make it clear you work for Horizon when discussing company-related matters, just as you would do offline.

Claim opinions as your own with a simple disclaimer such as, "Opinions are my own and not the views of my employer" or "Tweets are my own."

Don't post fake reviews (favourable or unfavourable) of Horizon, its patients and clients, staff, physicians, and other partners.

05 Be Sensitive

Employees cannot disclose financial, operational and legal information about the organization. As well, sensitive company information (such as information found within Horizon's internal networks, i.e. Skyline) should not be shared.

Horizon complies with the Right to Information and Protection of Privacy Act (RTIPPA) and the Personal Health Information Privacy and Access Act (PHIPA) and their regulations.

06 Think Before You Post – and Friend

Before you post, ask yourself, "Would I say this out loud in front of a crowd?" Don't share gripes about your work environment or gossip about a colleague. Nothing on social media is private, despite your security settings.

Horizon discourages "friending" or "following" patients on social media. Staff in patient care roles generally should not initiate or accept friend requests, except in unusual circumstances (a friendship may pre-date a treatment relationship, for example).

07 Go Ahead – Get Social!

Horizon has corporate accounts on all major social media platforms:

- Facebook (Horizon Health Network);
- Twitter (@HorizonHealthNB);
- Instagram (@HorizonHealthNB);
- YouTube (Horizon Health Network); and
- LinkedIn (Horizon Health Network).

Like and follow us, and share our content! If you don't use social media (or even if you do), you can also get social on Star Extra, Horizon's internal blog, on Skyline.

If you have any questions about what to include in your social media profile – or you have a story to tell through Horizon's corporate social media channels – contact a member of Horizon's Communications and Community Relations team.

