

<b>CHAPTER</b> Information Management	<b>CHAPTER</b> 07	<b>SECTION</b> 002	<b>SUBJECT</b> 35
<b>SECTION</b> Data Management		<b>DESCRIPTION</b> Use of Social Media	
<b>WRITTEN BY</b> Lauren Emmons, ACSW COO	<b>REVISED BY</b> Lisa Ruddy, MPH Quality Improvement Supervisor	<b>AUTHORIZED BY</b> Brooke Sankiewicz, LMSW, CADC, CEO	

**APPLICATION:**

<input checked="" type="checkbox"/> CMH Staff	<input checked="" type="checkbox"/> Board Members	<input type="checkbox"/> Provider Network	<input checked="" type="checkbox"/> Employment Services Providers
<input type="checkbox"/> Employment Services Provider Agencies	<input checked="" type="checkbox"/> Independent Contractors	<input checked="" type="checkbox"/> Students	<input checked="" type="checkbox"/> Interns
<input checked="" type="checkbox"/> Volunteers			

**POLICY:**

Lapeer County Community Mental Health (LCCMH) uses social media to share accurate and reliable information.

**STANDARDS:**

- A. LCCMH follows the County of Lapeer Social Media Policy #321-2023.
- B. LCCMH complies with the Health Insurance Portability and Accountability Act (HIPAA) and regulations requiring protection and security of electronic health information.
- C. LCCMH protects the confidentiality and integrity of confidential medical information as required by law, professional ethics, and accreditation requirements. See LCCMH Policy 02.002.60 Confidentiality and Release of Persons Served Records.
- D. Social media representing LCCMH is handled by authorized LCCMH Staff.
- E. On personal social media pages, LCCMH staff:
  - 1. Do not discuss any confidential agency business. This includes information about business practices and individuals receiving services.

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2. Content posted on social media sites may be personal statements, not statements representing the agency.
3. Do not use vulgar/offensive language, endorse products/services, or political parties/candidates on agency sponsored postings.
4. Employees are responsible when employing social media for professional and personal use and ensure they are not inadvertently compromising our professional, legal, or ethical standards.
5. As mental health professionals, LCCMH staff set the tone regarding stigmatizing words and references and therefore are encouraged to choose words carefully and refrain from stigmatizing language on their personal social media pages.

F. Staff who provide a direct service to an individual do not engage in conversation or become “friends” via social media.

**DEFINITIONS:**

Social Media: including, but not limited to Facebook, Instagram, Twitter, LinkedIn, blogs, YouTube, etc. While there is no guarantee the information sent to an individual intended to receive an email or text message are not seen by other individuals, precautions need to be taken to ensure every effort is made to eliminate confidential information from these methods.

**REFERENCE:**

Policy 02.002.60 Confidentiality and Release of Persons Served Records  
County of Lapeer Social Media Policy #321-2023

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