

VALLEY BAPTIST SOCIAL MEDIA POLICY: TWITTER

WHAT IS TWITTER:

- Twitter is a real-time information network powered by people all around the world that lets you share and discover what's happening now.
- Twitter asks “what’s happening” and makes the answer spread immediately. It is a form of social networking.
- Valley Baptist has a Twitter page. The address is the same as our website: www.valleybaptist.net. On the home page, click on the social media link, then click on the Twitter icon to view this page. Or you can go directly to our Twitter site: <http://twitter.com/VBHS>.
- People sign up to become Twitter followers, who then receive all tweets sent from that source. Go to our Twitter page to sign up to become a Valley Baptist member.

HOW DOES TWITTER WORK?

- Twitter is a ‘recipient-driven information network’ – ie you decide what messages you want to receive. People choose to follow other people and receive a stream of their messages.
- Tweeters send and receive short messages (140 characters) called ‘tweets’ on Twitter’s website or with mobile phones. Those who have signed up to receive the tweets from this particular source (hospital, company, sister, Ashton Kutcher...) are the recipients of each tweet sent out.
- Tweets are like news headlines. People can “reply” to tweets, and can “re-tweet” or forward a message to their own Twitter followers.
- “Tweets” that we send out appear on our Twitter page. “Replies” do not, nor do replies to replies, nor do “re-tweets.”

HOW CAN I REQUEST TO SEND A VALLEY BAPTIST TWEET?

- Anyone wishing to post an announcement will send their request to the Valley Baptist e-mail group “**Twitter Team**,” which will go to the Marketing Team. Each request will be reviewed, and if deemed appropriate the “tweet” will be posted within one business day, with as little delay as possible/appropriate.

- Responses (“replies”) will be routed to the appropriate person for review and action, as required, as per review by the marketing team. Most replies will not require review. These replies do not appear as a post on our Twitter site, but rather are sent to and are viewed by the person who posed the question.
- Reviewers who are asked to respond to a reply/question before marketing posts it are asked to do ASAP or within 24 hours.
- The “Twitter Team” will be responsible for creating, collecting and publishing information to be used for tweets, replying to incoming messages and monitoring the account. This activity is expected to take less than an hour a day.
- Daily maintenance (Monday-Friday) of the Twitter account will be the responsibility of the Marketing team.
- The Valley Baptist Twitter Team reserves the right to decline to publish a tweet, and the responsibility to explain why.

USE OF TWITTER BY VALLEY BAPTIST EMPLOYEES

- Valley Baptist allows access to Twitter through the Valley Baptist network.
- You can sign up for Twitter using your Valley Baptist e-mail or your private e-mail account.
- If you use Twitter through the Valley Baptist network, they are part of the Valley Baptist permanent electronic record. While your tweets are not monitored, they would not be private in the same way they would using your own private accounts.
- Use of Twitter throughout the work day for non-work related tweeting should be limited in the same way as other non-work related activities.

CREATING AND MANAGING CONTENT, GUIDELINES FOR MARKETING TEAM:

- *Identify all copyrighted or borrowed material with citations and links.* When publishing any material online that includes another’s direct or paraphrased quotes, thoughts, ideas, photos, or videos, always give credit to the original material or author, where applicable.

- *Fact-check your posts.* Always evaluate your contribution's accuracy and truthfulness. Before posting any online material, ensure that the material is accurate, truthful, and without factual error.
- *Spell and grammar check everything.* Content never disappears entirely once it has been posted.
- *Correct errors promptly.* If you find that your entry contains an error or mistake, correct it. Since transparency is key, admit your mistake, apologize if necessary, correct it and move on.
- *Get approval for a reply when responding to a negative reply.* If someone posts an inaccurate, accusatory or negative comment about Valley Baptist, do not engage in the conversation without prior approval.
- The marketing Twitter team member is responsible for the content of posts. If there is any question about a posting, first consult with AVP of Marketing or appropriate VP. As a representative of Valley Baptist, you are personally responsible for any of your online activity conducted with a valleybaptist.net email address, and/or which can be traced back to the Valley Baptist domain, and/or which uses firm assets. The valleybaptist.net address attached to your name implies that you are acting on Valley Baptist's behalf. When using a Valley Baptist email address to engage in any social media or professional social networking activity all actions are public, and employees will be held fully responsible for any and all said activities.

RULES ABOUT POSTINGS:

- *Keys To Twitter Success*
 1. Always be transparent.
 2. Post frequently.
 3. Add value: share tips, tricks and insight. People's time is valuable and they need to feel like they are getting something from you.
 4. Respond.
 5. Listen to what others have to say: listen to feedback and suggestions.
 6. Learn from your mistakes: don't be afraid to say you were wrong and be quick to fix it.
 7. Be external: You do not have to be 100% internally focused. Link to other blogs, videos and articles of relevance for your audience.

- Obey the law. Don't post any information or conduct any online activity that may violate applicable local, state or federal laws or regulations.
- Live the Valley Baptist values. Always express ideas and opinions in a respectful manner.
 - Make sure your communications are in good taste
 - Be sensitive about linking to content. Redirecting to another site may imply an endorsement of their content.
 - Do not denigrate or insult others, including competitors
- Protect confidential information and relationships. Online postings and conversations are not private. Realize that what you post will be around for a long time, and could be shared by others:
 - ALWAYS obey all HIPAA guidelines protecting patient confidentiality. "When in doubt, leave it out."
 - Avoid identifying and discussing others – including patients, suppliers, your friends and co-workers – unless you have their permission.
 - Obtain permission before posting pictures of others, or before posting copyrighted information;
 - Never discuss proprietary Valley Baptist information.
- Speak the truth. If you are in a discussion that relates to Valley Baptist, do not make unsubstantiated claims.

TYPES AND SOURCES OF CONTENT:

- *News Releases:* Headlines of news releases, speeches and statements. All news releases will be mentioned on Twitter unless there is a specific reason not to release on Twitter.
- *Marketing Messages:* Information about events and campaign materials.
- *Human interest stories, "Firsts," Awards, health news, etc.*
- *Videos and Photos:* Links to video and other media posted on other sites. Where possible we will embed photos into tweets using twitpic.
- *Web site updates:* New or updated sections will be announced via twitter.
- *Emergency Messaging:* In times of emergency twitter will be used as a source of communication with employees, the media and the public.
- *Other uses, as appropriate.* All requests will be reviewed individually.

PROMOTION

- A graphic link on all VBHS pages
- A link from other Social Media pages (YouTube, Vimeo, Picassa...etc)
- A system wide email will be sent out on launch day announcing the use of the account and inviting all employees to follow.
- Announcement in various newsletters.
- A splash page on hospital plasma screens.
- Twitter icon included on advertisements.