

SOCIAL MEDIA 2.81

I. PURPOSE

At Allied Services, we understand that the use of social media sites such as Facebook, Twitter, Instagram, YouTube and Flickr can be a fun and rewarding way to share your life and opinions with family, friends and co-workers. However, use of social media also presents certain risks and carries with it certain responsibilities whether used inside the facility on a company computer, or outside the facility during an employee's personal time. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media. This policy applies to all employees who work for Allied Services, or any of its subsidiary companies.

II. POLICY

In the rapidly expanding world of electronic communication, social media can mean many things. **Social media** includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with Allied Services, as well as any other form of electronic communication.

The same principles and guidelines found in Allied Services policies and three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow associates or otherwise adversely affects members, residents, owners, suppliers, people who work on behalf of Allied Services or Allied Services' legitimate business interests may result in disciplinary action up to and including termination in accordance with Allied Services' Progressive Discipline Program.

Carefully read these guidelines, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination in accordance with Allied Services policies and procedures on Discrimination, Harassment and Retaliation as included in the Employee Handbook.

III. GUIDELINES

A. Be respectful

Always be fair and courteous to fellow employees, residents, patients, clients, suppliers or people who work on behalf of Allied Services. Also, keep in

mind that you are more likely to resolve work related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage residents, patients, clients, other employees or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

B. Be honest and accurate

Make sure you are always honest and accurate when posting information or posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that are false about Allied Services, fellow employees, owners, residents, suppliers, or people working on behalf of Allied Services.

C. Post only appropriate and respectful content

Maintain the confidentiality of Allied Services private or confidential information. Do not post internal reports, policies, procedures or other internal business-related confidential communications.

Respect resident information. It is illegal to communicate resident information in violation of the Health Information Portability and Accountability Act (HIPAA). Do not discuss residents on social media, even in general terms. Do not take photos or videos of residents with personal devices.

Do not create a link from your blog, website or other social networking site to a Allied Service website without identifying yourself as a Allied Services employee and remember that being a Allied Services employee means that you are taking on the responsibility of presenting yourself in a professional manner.

Express only your personal opinions. Never represent yourself as a spokesperson for Allied Services. If Allied Services is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of Allied Services, fellow employees, owners, residents, suppliers or people working on behalf of Allied Services. If you do publish a blog or post online information related to the work you do or subjects associated with Allied Services, make it clear that you are not speaking on behalf of Allied Services. You should include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Allied Services".

D. Using social media at work

You may not use social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with Company Policy. If provided, do not use your Allied Services email addresses to register on social networks, blogs or other online tools utilized for personal use.

E. Retaliation is prohibited

Allied Services prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination in accordance with Allied Service Progressive Disciplinary Program.

F. Media contacts

Employees should not speak to the media through Social Networking sites on Allied Service behalf without contacting the Administrator and obtaining approval to do so or should direct all media inquiries seeking comment on behalf of Allied Services to the Administrator.

G. For more information

If you have questions or need further guidance, please contact your Human Resources.

H. Violation

An employee's use of computer systems may be suspended immediately upon the discovery of a possible violation of this policy. A violation of the provisions of this policy may result in disciplinary action up to and including termination, as outlined in Allied Services Discipline and Discharge Policy 2.07.