

North Hills Hospital Social Media Policies and Guidelines

The North Hills Hospital social media sites are online resources for patients, caregivers, students, professionals, and the community, created to offer health information and news on the hospital. The hospital's social media sites allow readers to react through comments and allow North Hills Hospital to listen to and engage directly with the public.

North Hills Hospital Blog Management Code of Conduct

- Our blog posts will be accurate and factual
- We will correct errors immediately and note corrections within the original post
- Our blog posts will be written by hospital employees, members of the hospital's active medical staff, or outside individuals at the request of the hospital.
- We will reply to comments or forward e-mail or whenever appropriate.
- We will link to online references and original source materials directly.
- We will engage in respectful dialogue. Disrespectful, slanderous or defamatory dialogue may be deleted at the discretion of the blog moderator.

Guidelines for Commenting on North Hills Hospital Social Media Sites

Participation is encouraged, and comments and questions are welcome. For the safety of our patients, caregivers, and staff, along with the integrity of the institution, there are a few rules to be aware of when posting a comment.

Blog: To protect patient privacy and ensure comments are appropriate for all audiences, comments made to the blog will not be published until they have been reviewed by an internal moderator and approved to post. Comments posted may take up to 24 hours to appear.

Facebook & Twitter: Comments are not moderated but are checked frequently. Comments deemed inappropriate will be deleted.

The following comments are subject to editing or rejection:

- Comments that include protected patient information
- Comments that include diagnosis requests or medical advice
- Comments that include blatant profanity, racist, sexist, or derogatory content
- Comments that are off topic or SPAM
- Comments that endorse a product or service, or anything that can be construed as political lobbying
- Anything else deemed inappropriate by the blog moderator
- Referrals or links to physicians not on North Hills Hospital's active medical staff

Comments will not be edited for typos, spelling errors or grammar. Requests to delete comments can be sent to bethe.spurlock@hcahealthcare.com.

By posting content on any North Hills Hospital social media site, you grant North Hills 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 North Hills Hospital purpose.

North Hills Hospital reserves the right to monitor, restrict, block, suspend, terminate, delete, or discontinue your access to any Social Media Site, at any time, without notice and for any reason and in its sole discretion. North Hills Hospital may remove, delete, block, filter or restrict by any other means any materials at North Hills Hospital's sole discretion.

This policy may be updated at any time without notice.