



Social Media Compliance Policy

Policy Statement: At Ease Home Care, LLC (AEHC) is committed to maintaining privacy, dignity, and trust of our clients, staff, and partners. As social media continues to evolve as a tool for personal and professional communication, it is critical that all employees understand and adhere to guidelines that protect client confidentiality, safeguard our reputation, ensure compliance with applicable laws and professional standards, including the Health Insurance Portability and Accountability Act (HIPAA).

Policy Overview

This policy outlines the expectations and responsibilities of all employees when engaging with social media, both personally and professionally. Social media includes, but is not limited to, Facebook, Instagram, LinkedIn, TikTok, X (formerly Twitter), YouTube, blogs, online forums, and any other platform that facilitates public or semi-public communication.

The purpose of this policy is to:

- Protect the privacy of our clients and the confidentiality of their health information.
- Uphold AEHC's professional standards in online communications.
- Define acceptable and unacceptable use of social media during work and non-work hours.
- Ensure all staff understand the consequences of policy violations, including disciplinary action and potential legal liability.

Employee Responsibilities

All AEHC employees are expected to adhere to the following guidelines:

1. Client Confidentiality and HIPAA Compliance

- Do not post, share, or reference the client, their home, client names, images/videos, voices, diagnoses, treatment details, or schedules on any social media platform.

2. Professional Judgment and Conduct

- Use professional judgment assume all online content is permanent, accessible, and could reflect on AEHC.
- Do not engage in online arguments, unprofessional behavior, or any conduct that could damage AEHC's image or credibility.

3. Separation of Personal Opinions

- When discussing healthcare topics in a personal capacity, clearly state:
 - Your views are your own and do not represent AEHC.
- Do not present personal health-related opinions as official AEHC guidance or policy.



4. Social Media Use During Work Hours

- Social media use during paid work hours is prohibited unless:
 - It is part of your assigned job duties, and
 - It has been pre-approved by a supervisor or authorized manager.

5. Prohibited Content

- Refrain from posting or engaging with content that is:
 - Defamatory, harassing, or discriminatory
 - Obscene, threatening, or otherwise unprofessional
 - Politically inflammatory in a way that implicates AEHC

6. Device and Information Security

- Secure all devices that may contain or access AEHC systems or PHI (phones, laptops, tablets) with passwords and encryption where applicable.
- Report any device loss, theft, or suspected data breach within 24 hours.

7. Reporting Violations

- Immediately report any:
 - Suspected HIPAA violations
 - Inappropriate or unauthorized social media activity related to AEHCTo your supervisor, the Privacy Officer, or the Human Resources Department.

Acknowledgment of Responsibility and Consequences

I acknowledge that I have received, read, and understood the AEHC Social Media Policy (2025 Revision). I understand that:

- Compliance with this policy is a condition of my employment.
- Violations may result in disciplinary action, up to and including termination.
- HIPAA violations may result in personal legal liability, civil fines, and/or criminal charges.

Employee Printed Name

Employee Signature

Date