

@workplace

by facebook



Workplace by Facebook is a way for Beacon team members to connect, collaborate and celebrate.

Workplace is an internal social media platform accessible from computers and mobile devices. It helps everyone share news and helps teams to work more efficiently.

Beacon Corporate Communications

Last revised: April 2021



Objectives

At the end of this module, the learner will be able to:

- ① Locate the updated Beacon Health System Social Media Policy
- ② Understand why Workplace is a transformative tool
- ③ Identify best practices when using Workplace
- ④ Avoid potential breaches of patient privacy when using Workplace

Being Social — Professionally and Personally

Social Media 101

Everyone wants to put their best foot forward at work and in their personal lives. Making a good impression on social media is no different.

The updated **Beacon Social Media policy**, located in the Policies and Procedures folder under Marketing on the intranet, is a helpful resource to do just that.

Be sure to review the policy carefully as several sections have changed. A few important points from the policy are included on the next slide.



Being Social — Professionally and Personally

The **Beacon Social Media Policy** covers guidelines for social media networking on and off the job, including:

- Being clear that your posts reflect your personal opinion and not those of Beacon Health System.
- Knowing that “friending” patients on social media is strongly discouraged.
- Knowing that only the Beacon Marketing, Digital Design and Corporate Communications departments can create Beacon-branded social media pages, websites, blogs, etc.
- Never disclosing confidential information about patients and clients, business arrangements and strategic business plans or other proprietary information.

Being Social — Professionally and Personally

Social Media 101, continued

The Internet never forgets!

Please remember that your photos, posts or comments on social media never really “go away” if you hit the delete button. They can be captured by a screenshot and they are cached, or saved, by the social media platform (Facebook, Twitter, LinkedIn) indefinitely.

Always think before you post.



How is Workplace transforming Beacon?

Workplace by Facebook helps bring everyone together through:

- Sharing knowledge quickly and easily across the health system
- Encouraging conversations and connections Beaconwide
- Advancing transparency everywhere

How is Workplace transforming Beacon?

Through Workplace, we can connect with each other any time and everywhere.

Using the Workplace app on a phone/tablet or on a desktop computer, you can catch up with your teammates, congratulate a colleague or share the good things happening in your department and across Beacon!



- News feed
- Groups
- Messaging
- Group calling
- Voice and video calling
- Video conferencing
- Live video



How is Workplace transforming Beacon?



This is the place!

Workplace is the main place you'll visit to keep up with everything that's happening at Beacon.

And while you can always check in on Workplace when you're not working, you're not required to do so outside of your regularly scheduled work hours.



Best Practices for Workplace

Workplace is a digital space where we can:

- Create or participate in groups.
- Post team updates and make comments, eliminating frequent “reply all” emails.
- Share work-related photos, and other important information (no confidential or protected health information can be shared).
- Share expertise and knowledge.
- Ask questions and get feedback.
- Learn about and share upcoming work events.



Best practices for Workplace

Maggie Scroope
19 hrs

Both Elkhart General Hospital and Memorial Hospital of South Bend have received recognition by the American Heart Association/American Stroke Association for their commitment to ensuring stroke patients receive the very best care possible. Learn more at:
<https://www.beaconhealthsystem.org/news/news-article...>

Our guidelines may help buy precious time.

American Heart Association

2018 GET WITH THE GUIDELINES. STROKE

ELKHART GENERAL HOSPITAL

2018 GET WITH THE GUIDELINES. STROKE

MEMORIAL HOSPITAL

Love Comment Share

You, Jamie Haitsma, Roberta Pope and 4 others

Seen by 50

Sharing good news about your team or Beacon achievements is a great way to get started on Workplace.

You can link to relevant articles from Beacon's website or other websites.



Protect our patients' privacy



Our patients rely on us to keep their protected health information (PHI) confidential, therefore:

Never discuss, post or message any patient-related information or photos on Workplace or on any other social media.

*This applies to **family members** who may be Beacon patients, too.*

Even if you don't use names, posting patient-related information could lead to a reportable breach and serious consequences for you and for Beacon. This applies to Workplace and any other social media you may use.

Protect our patients' privacy

Photo Notes

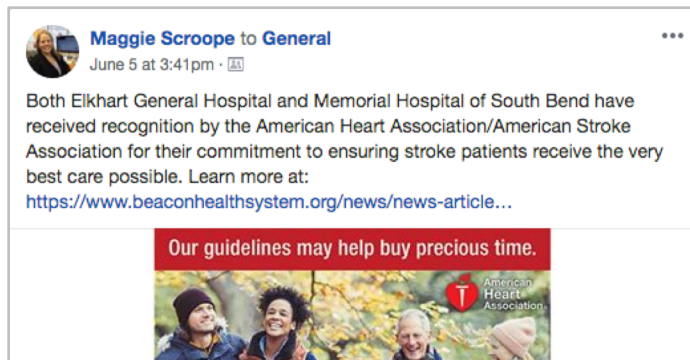
Photos on Workplace are awesome. We love to see selfies, colleagues and get-togethers.

To protect our patients' privacy, ***be aware of your surroundings and make sure your pictures don't include patients, their family members, or any PHI visible in the background on monitors, bulletin boards, papers or otherwise.***

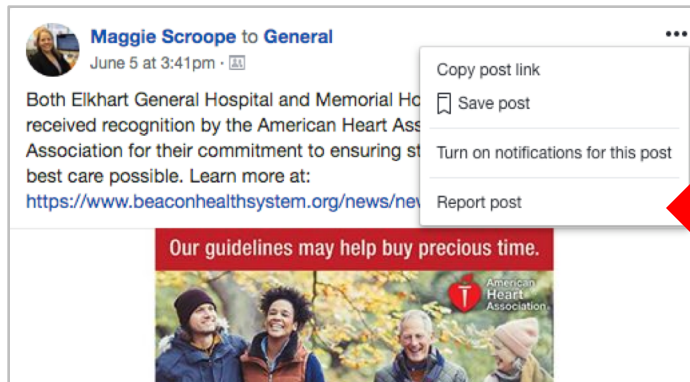


Protect our patients' privacy

What should you do if you see something on Workplace that could be considered PHI?



Click on the three dots in the right corner.



Click "Report post" so that a site administrator can take a look.

Protect our patients' privacy



If you ever have questions about whether or not something is considered to be PHI or if you see something that may be a violation, please contact:

Carla Wagner, Beacon's Privacy Officer
cswagner@beaconhealthsystem.org

Brian Abel, MBA, Director of Information Security
babel@beaconhealthsystem.org

Learn more

Beacon's Workplace Terms of Service, FAQs, guides and more can be found:

On Beacon's website:

www.BeaconHealthSystem.org/Workplace-wiki

Or on the Workplace Wiki group page:



Congratulations!

You have completed the Workplace at Beacon education.

Please click



above.