



SOCIAL MEDIA GUIDELINES

In order to ensure communications are consistent with the mission of Hope Orthopedics of Oregon and the Willamette Surgery Center (WSC) and our public commitments, we have created the following basic guidelines and disclaimers to help you understand how we use social media platforms.

PUBLIC GUIDELINES

We welcome your participation (including messages, posts, replies, tags, and reviews) and we will do our best to respond to questions in a timely manner. Please note we cannot address some questions or comments, including those directly related to personal health information covered by the Health Insurance Portability and Accountability Act (HIPAA), legal or financial matters, regulatory issues, or other inquiries that are business specific.

We ask that you please leave comments that relate directly to page or post content. Comments that relate to subjects covered on our page or posts will be left. If a comment is not relevant, it may be hidden or deleted. Inappropriate or offensive comments will be deleted.

We reserve the right to remove false, misleading, infringing, or unlawful material or information. Specifically, any content posted to our channels that engages in the following will be removed: harassment of any kind, threatening or abusive language or language that violates the legal rights of others, profanity, spam, obscene, indecent, sexually explicit and discriminatory materials. If inappropriate content continues from a user, they will be blocked and reported.

EMPLOYEE GUIDELINES

Please make sure you have read and thoroughly understand our Online Posting/Social Networking Policy located in the Employee Handbook and other policies relating to our patients' right to privacy before engaging on any social media site. Never share confidential, private or identifying information about a patient on social media.

DISCLAIMERS

Hope Orthopedics of Oregon and Willamette Surgery Center reserve all rights relating to the Hope Orthopedics of Oregon and Willamette Surgery Center social media accounts including, but not limited to, all rights to add, remove or modify any content or material posted on the account, discontinue the account, accept or reject those who wish to follow the account and respond to any questions or comments addressed to the account. Following or being followed by Hope Orthopedics of Oregon and/or Willamette Surgery Center (or any profile, account or department) does not indicate an endorsement of the account owner or their products and services. Hope Orthopedics of Oregon and Willamette Surgery Center claim no responsibility for the content of such other sites and shall not be liable for any damages or injury arising from that content. Any links we may provide to other sites are done so as a convenience to the user.