



SOCIAL MEDIA QUICK TIPS

DO

✓ Take responsibility and use good judgement.

Be honest, accurate and respectful in everything you write or post. Be careful about how others may perceive or be affected by the information you post.

✓ Use a disclaimer on your profile if you post about your work and/or Athletico.

Make it clear that "The views expressed are my own and do not reflect the views of my company."

✓ Protect Athletico's confidential and proprietary information.

✓ Let the Experts Respond.

If you come across complaints about Athletico or instances that might be considered a crisis situation via a social media platform, please bring it to the attention of socialmedia@athletico.com. Please do not respond on Athletico's behalf.

✓ Core Values & Code of Conduct.

Any social media communication that could reflect upon Athletico must embody our shared core values and reflect our code of conduct.

DON'T

✗ Initiate or accept a friend request of current patients on social media sites.

Staff is generally discouraged to initiate or accept friend requests that pre-dates or post-dates the treatment relationship.

✗ Comment, discuss, or disclose Protected Health Information (PHI) as defined by Athletico's Privacy Policies.

Even if the individual is not identified by name, it could constitute a violation of HIPAA.

✗ Disclose personal information or post photographs of patients without prior written permission from the individual and facility/corporate management staff.

The authorization form is available on the Marketing SharePoint page under Public Relations and Media.

✗ Use Athletico's logo, trademark or proprietary graphics for commercial purposes without proper approval.

Reach out to socialmedia@athletico.com for brand-approved graphics.

Scout's Friendly Reminders:

Personal use of social media is not to interfere with work commitments nor should employees engage in social networking during work hours unless it is an Athletico approved activity/project.

The digital marketing team is responsible for reviewing requests for Athletico-sponsored postings and subject to prior approval on Athletico social media platforms.

We expect all employees who participate in social media activities on behalf of Athletico to understand and follow Athletico's Social Media policy.

Athletico's Branded Social Media Accounts Include:

 facebook.com/athleticopt  twitter.com/Athletico  linkedin.com/company/athletico  instagram.com/athletico_pt

Want more insight on how to engage in responsible social networking? Please contact our brand and digital marketing team at socialmedia@athletico.com or Athletico's Privacy Officer, Karin.Butikofer@athletico.com