

## Administration



**Tel Hai Services, Inc.**  
Honey Brook, PA

POLICY NO: THSI.ADMIN.0012

EFFECTIVE DATE:

APPROVED: 9/17/2013

REVIEWED: 11/2020

A handwritten signature in black ink that reads "Dave Shank".

Last Reviewed 1/18/2021

SUBJECT: Social Media

COVERAGE: Facility wide

### **PURPOSE**

Tel Hai Retirement Community actively participates in online forums where discussions serve to educate and connect those who share a common goal of strengthening the aging services community. On the pages where Tel Hai Retirement Community has administrative control of the conversation, the organization accepts the responsibility to monitor postings and maintain a healthy atmosphere for discussion.

As an extension of our value of *Community* and in respect of our friends, visitors and family members, Tel Hai Retirement Community encourages guests to post comments and introduce new topics without prior approval or screening. While we believe that the best conversations occur organically and without administrative intervention, there may be occasional times when guest postings or comments undermine or distract from the mission of Tel Hai Retirement Community as a community.

In light of our commitment to protecting the private health information of those we serve, we encourage everyone to use caution when posting specific information (including names and pictures) of residents without their permission.

### **POLICY**

#### UNRELATED CONTENT

Links to content that is unrelated to aging services or to life at Tel Hai Retirement Community will be removed. Tel Hai Retirement Community encourages posts that relate to existing conversations or add new value to the page.

#### SPIRIT OF CONVERSATION

Links to content that is divisive instead of collaborative will be removed. Tel Hai Retirement Community invites constructive criticism when offered in the context of working together towards better solutions.

### PERSONAL ATTACKS

Links or content that singles out any individual employee, partner or person served in an unfavorable light are not appropriate in a public forum. These conversations will be removed.

### OFFENSIVE OR ABUSIVE LANGUAGE

Links or content that includes foul language, takes the Lord's name in vain or shows disrespect for humanity will be removed.

### PROMOTIONAL MATERIAL

Links or content that advertise the services of a Tel Hai Retirement Community competitor will be removed. Tel Hai Retirement Community invites links and recommendations to services that compliment the Tel Hai Retirement Community brand.

### MONITORING

Any questions about these guidelines or content posted on a Tel Hai Retirement Community site may be directed to [socialmedia@telhai.org](mailto:socialmedia@telhai.org)