

Title: Online and Social Media Policy

Policy No. 005

Effective Date:

Next Review Date:

Developed by: The Center for Health and Wellness Law, LLC On: 2022

Last Revised by: The Center for Health and Wellness Law, LLC On: 2023

Policy:

(“We” or “Our”) will engage in social media practices which protect client’s Health Information. Social media includes, but is not limited to: Facebook, Twitter, Instagram, YouTube, Snapchat, blogs, and Our website. Health Information includes, but is not limited to: the results of, or participation in, wellness coaching sessions, questionnaires, exercises, general wellness education or services; medical history; or information protected under the Health Insurance Portability and Accountability Act of 1996, Public Law 104-91, as amended, and related HIPAA regulations (45 CFR. Parts 160-164).

We will receive written permission and release from the client through the Authorization for Release of Health Information and Required Notice, or similar document, prior to posting any testimonials, photographs, videos, recordings, or comments online in social media or on Our website. All client permissions and releases will be stored and retained for the minimum amount of time, as required by law.

We will not engage in social media discussions which require disclosure or discussion of client Health Information. If communication is warranted, We will engage with the individual privately in a secure and confidential setting.

We will use the following general disclaimer language on Our social media and business platforms:

Educational Purposes, Only. This information provided is educational and informational in nature and is made only as general information. The information does not establish a patient-provider relationship, establish a standard of care, or offer medical, dietary, or therapeutic care, advice, opinion, diagnosis, or treatment. This information does not replace independent professional or medical judgment and should not be relied upon as medical, psychological, or other professional advice of any kind or nature whatsoever. This information should not be used for diagnosing or treating any mental or physical health problem or disease. You are solely responsible for any action taken based on your interpretation of this information and you are responsible for your own health care decision-making by obtaining any necessary consultations with appropriately licensed health care professionals such as physicians and psychologists.