

# Mid Iowa Fertility Public Social Media Policy

**Everyone uses social media these days and Mid Iowa Fertility is no exception. We have a Facebook page, an Instagram account, and are planning other social media engagement soon. We encourage you to read, share and interact with us on these sites. Before you post, please make sure you read our social media disclaimer below.**

We welcome and encourage open discussion on Mid Iowa Fertility's social media sites - including but not limited to our blogs, Facebook, Twitter, Instagram pages and online story-sharing forums - and look forward to your comments.

We do make reasonable efforts to monitor participation to ensure that visitors stay on topic, are courteous and avoid making offensive comments. Please remember that information posted on any of our social media platforms shouldn't be considered medical advice and shouldn't replace a consultation with your health care professional.

Please be aware that once you post something online, there's the potential for many people to read your words, even years from now. As a result, we suggest that you exercise caution when posting medical information on any of our social media sites and that you not disclose personally identifiable information like your location, medical record number, financial information, etc.

Please note that Mid Iowa Fertility reserves the right to:

- Edit comments for content
- Remove off-topic contributions
- Delete offensive comments and attacks
- Block offensive contributors
- Delete spam and suspected spam

Mid Iowa Fertility is not responsible for the content of any comments or responses posted to any web site or social media site.

Please contact your healthcare provider for specific medical advice and/or treatment recommendations.

Call 911 in the case of any emergency.

## **If you have a complaint as a patient:**

There is a complaint procedure in which patients may participate without fear of jeopardizing their care. If you have concerns or complaints about any part of your care at Mid Iowa Fertility, please feel free to speak with any manager or staff member on the unit or in your clinic.

You may also contact:

### **Office Manager**

If you are an employee or an affiliate of Mid Iowa Fertility, please refer to applicable policies and procedures.

Mid Iowa Fertility employees and affiliates should review our policy for staff and affiliates.

If you have questions about Mid Iowa Fertility's social media activities, please contact us at the above correspondence.

For the detailed, legal version of this disclaimer, please see below:

The opinions and or views expressed on Mid Iowa Fertility's social media platforms, including, but not limited to, our blogs, Facebook, Twitter and Instagram accounts, represent the thoughts of individuals and online communities, and not those necessarily of Mid Iowa Fertility or any of its corporate affiliates or any of their respective officers, employees, medical staff or members of its respective board of directors. The opinions and views expressed on these pages do not in any way reflect the views of the site they are posted on, other sites affiliated with the site, the staff involved with maintaining the site or any members of the site.

Mid Iowa Fertility makes reasonable efforts to monitor and/or moderate content posted on its social media platforms, but we do not moderate all comments and cannot always respond in a timely manner to online requests for information.

Mid Iowa Fertility reserves the sole right to review, edit and/or delete any comments it deems are inappropriate. Comments including but not limited to the following may be deleted or edited by the moderators:

- Abusive or hurtful comments directed toward another individual author or content creator
- Off-topic and redundant comments (this includes promotion of events, groups, pages, websites, organizations and programs not related to, approved by, or affiliated with Mid Iowa Fertility)
- Comments that use foul language or "hate speech" (for example, including but not limited to racial, ethnic or gender bashing language)
- Personal attacks or defamatory statements or comments (i.e., making negative personal or untrue comments about an author), instead of just criticizing his/her posting, opinion or comments
- Comments/photos/video that violate the privacy of patients and their families

Information posted on one of our sites is not intended to be medical advice and should not be considered medical advice, nor is it intended to replace consultation with a qualified physician or other healthcare provider. Links to other websites from Mid Iowa Fertility's social media sites are provided as a service to readers, but such linkage does not constitute endorsement of those sites by Mid Iowa Fertility, and as such we are not responsible for the content of external websites.

By submitting content to any of Mid Iowa Fertility's social media sites, you understand and acknowledge that this information is available to the public, and that Mid Iowa Fertility may use this information for internal and external promotional purposes and fundraising purposes. Please note that other participants may use your posted information beyond the control of Mid Iowa Fertility. If you do not wish to have the information you have made available via this site used, published, copied and/or reprinted, please do not post on this page.