



GUIDELINES FOR SOCIAL MEDIA PARTICIPATION AT AquaNatal

These guidelines apply to AquaNatal students, contractors, vendors, employees or contractors who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of Social Media. Whether you log into Twitter, Yelp, Wikipedia, MySpace or Facebook, YELP, Angies' List, Groupon, LivingSocial pages, or comment on online media stories — these guidelines are for you.

While all AquaNatal employees are welcome to participate in Social Media, we expect everyone who participates in online commentary to understand and to follow these simple but important guidelines. These rules might sound strict and contain a bit of legal-sounding jargon but please keep in mind that our overall goal is simple: to participate online in a respectful, relevant way that protects our reputation and of course follows the letter and spirit of the law.

AND because we are healthcare providers, we must all adhere to HIPAA and the California Medical Privacy Act and always be careful to not disclose any information about our former, current or future clients' medical conditions.

1. Be transparent and state that you work at AquaNatal. Your honesty will be noted in the Social Media environment. If you are writing about AquaNatal or a competitor, use your real name, identify that you work for AquaNatal, and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.
2. Never represent yourself or AquaNatal in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated. **WE ARE NOT NURSES OR DOCTORS OR HOSPITALS** – we are Licensed Midwives and students, working at a specialized facility providing comprehensive maternity care for healthy women.
3. Post meaningful, respectful comments — in other words, please, no spam and no remarks that are off-topic or offensive.
4. Use common sense and common courtesy: for example, it's best to ask permission to publish or report on conversations that are meant to be private or internal to AquaNatal. Make sure your efforts to be transparent don't violate AquaNatal's privacy, confidentiality, and legal guidelines for external commercial speech.
5. Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at AquaNatal.
6. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly: feel free to ask the Executive Director for advice and/or to disengage from the dialogue in a polite manner that reflects well on AquaNatal.

AquaNatal WaterBirth & Women's Center

GRANDVIEW MEDICAL PLAZA

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7. If you want to write about the competition, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.
8. Please never comment on anything related to legal matters, litigation, or any parties AquaNatal may be in litigation with.
9. Remember, neither AquaNatal nor any other healthcare provider has control over how a client's insurance company may or may not cover/pay/reimburse for their care. No healthcare provider in California can guarantee that their services will be covered. Please refer all insurance inquiries to our billing company. Always apologize for any misunderstandings and refer the individual to the billing company for a no-cost, confidential breakdown of their financial responsibilities.
10. Midwives are not physicians – that is why women seek out our services. We make no guarantees that a mother will remain healthy and qualified to give birth outside the hospital. Not all conditions are able to be identified prior to labor. Not all women will be able to give birth with AquaNatal Midwifery Care, no matter what anyone does. Certain situations will require transfer to the closest hospital with a maternity unit and NICU on the midwife's professional judgment. This is to keep all mothers and babies safe. Always be prepared to explain this when answering reviews.
11. Be smart about protecting yourself, your privacy, and AquaNatal's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory.

NOTE: Mainstream media inquiries must be referred to the AquaNatal's Executive Director.