

Tips for Posting on Social Media on Behalf of Your Center

Before posting a photo on social media on behalf of your center, it is essential that you are familiar with and follow your center's social media policies. If you need additional guidance or assistance in developing a social media policy for your center, below is a checklist to help ensure the dignity and privacy of the residents in your center:

1. Take the time to look at EVERY person in the photo, even those in the background, to ensure each resident in the photo is represented in a dignified manner.
2. Ensure that you have a written authorization form for every resident and family member in the photo, even those in the background.
3. Study the photo to ensure no HIPAA personal identifiers (e.g., pictures, neighborhoods, birth dates, etc.) or any other confidential items are visible.

Pre-Planning Tip: Before taking photos during parties or events, ensure that all resident files or other confidential items are put away before a group photo is taken. Don't forget to cover the white boards.

4. Before posting, take a moment to reflect on how the caption of the photo will be perceived by its audience. Be Respectful. Communicate clearly and courteously.
5. If you are questioning whether or not a photo or video is embarrassing or demeaning to a resident, then don't post.

If your center does not have a social media policy in place and would like assistance in developing one, feel free to contact GHCA Director of Communications Devon Bacon for assistance at dbacon@ghca.info or (678) 783-1703.