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POLICY:

- At Helms Home Care, LLC, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends, and co-workers around the world. However, use of social media also presents certain risks and carries with its certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media. This policy applies to all members who work for The Agency. Managers and supervisors should use the supplemental Social Media Management Guidelines for additional guidance in administering the policy.

PROCEDURE:

Guidelines

- In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with The Agency as well as any other form of electronic communication. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow members or otherwise adversely affects fellow coworkers, patients, business partners, and people who work on behalf of The Agency may result in disciplinary action up to and including termination.

Know and Follow the Rules

- Carefully read these guidelines, the Agency Employee Handbook which includes the Harassment Policy procedures, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Be Respectful

- Always be fair and courteous to fellow coworkers, patients, or business partners of The Agency. Also, keep in mind that you are more likely to resolve work related complaints by speaking directly with your co-workers or by utilizing our Open-Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as

malicious, obscene, threatening, or intimidating, that disparage customers, members, or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

Be honest and accurate

- Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about The Agency, fellow coworkers, patients, or business partners, of The Agency.

Post only Appropriate and Respectful Content

- Maintain the confidentiality of The Agency trade secrets and private or confidential information. Trades secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post internal reports, policies, procedures, or other internal business-related confidential communications.

- Do not create a link from your blog, website, or other social networking site to the Agency's website without identifying yourself as a member of the Agency.

- Express only your personal opinions. Never represent yourself as a spokesperson for the Agency. If the Agency is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the Agency, fellow coworkers, patients, or business partners of the Agency. If you do publish a blog or post online related to the work you do or subjects associated with the Agency, make it clear that you are not speaking on behalf of the Agency. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Helms Home Care, LLC."

Retaliation is Prohibited

- The Agency prohibits taking negative action against any coworker for reporting a possible deviation from this policy or for cooperating in an investigation. Any coworker who retaliates against another coworker for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.