

Mission Statement:

Upstate Golisano Children's Hospital Pediatric Inflammatory Bowel Disease Twitter Page- @UGCHPIBD

We intend to use social media, in this case Twitter, as a platform to improve educational opportunities for our families who have children with Inflammatory Bowel Disease (IBD), which includes Crohn's disease and Ulcerative Colitis. Our content will include posts such as "Did you know?" facts about IBD. We will use it to highlight blogs, editorials about dealing with chronic illness and IBD. There will be posts highlighting recent research studies about IBD. We will also send updates on our Pediatric IBD program at Upstate Golisano Children's Hospital such as parental support groups and other events. There may be pictures of providers and activities sponsored by our program. Below are the rules of engagement that we would like to post to the account.

Rules of Engagement

We welcome and encourage open discussion on Upstate Golisano Children's Hospital Pediatric Inflammatory Bowel Disease Twitter page and look forward to any comments, stories or experiences you want to share.

We will make every reasonable effort to monitor participation to ensure that everyone stays on topic, is courteous and avoids making offensive comments. Please remember that information posted on any of our social media sites is not to be considered medical advice and should never replace a consultation with a health care professional.

Please be aware that once you post something online, there is the potential for thousands (or hundreds of thousands) of people to read your words, even years from now. As a result, we expect that you will exercise caution when posting medical information on any of our social media sites and that you will not disclose personal identifiable information like your location, medical record number, and financial information.

Official Legal Language

The opinions and or views expressed on Upstate Golisano Children's Hospital Pediatric Inflammatory Bowel Disease Twitter page represent the thoughts of individual bloggers and online communities, and not those necessarily of Upstate Golisano Children's Hospital or any of its affiliates or any of their respective directors, officers, employees, research staff, 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 website they are posted on, other websites affiliated with the website, the staff involved with maintaining the website or any members of the website.

While Upstate Golisano Children's Hospital Pediatric Inflammatory Bowel Disease makes reasonable efforts to monitor and/or moderate content posted on its social media platforms, we do not moderate all comments and cannot always respond in a timely manner to online requests for information. Upstate Golisano Children's Hospital 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 about a blogger or another participant
- Off topic and redundant comments (this includes promotion of events, groups, pages, websites, organizations and programs not related to or affiliated with the hospital)
- 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 a participant), instead of just criticizing his/her posting, opinion or comments
- Comments that violate the privacy of our patients and their families
- Comments that contain information construed as Protected Health Information (PHI)

Information posted on one of our page 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 health care provider.

All links to other websites found linked from Upstate Golisano Children's Hospital Pediatric Inflammatory Bowel Disease Twitter page are provided as a service to readers, but such linkage does not constitute endorsement of those sites by Upstate Golisano Children's Hospital and as such we are not responsible for the content of external websites.

By submitting content to Upstate Golisano Children's Hospital Pediatric Inflammatory Bowel Disease Twitter page you understand and acknowledge that this information is available to the public, and that Upstate Golisano Children's Hospital Pediatric 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 Upstate Golisano Children's Hospital. If you do not wish to have the information you have made available via this Twitter page used, published, copied and/or reprinted, please do not post on this page. 4/30/16