

SOCIAL MEDIA GUIDELINES

Pediatric Associates Family of Companies has an active presence in multiple social media channels and participates in Facebook, Instagram, and LinkedIn. Before you join the media conversations, please carefully read our guidelines. By participating in these social media channels, you agree to the terms, disclaimers, community standards and expectations listed as follows:

Terms and Important Disclaimers

- **For Emergencies Only:** If you are experiencing a medical emergency, call 911 immediately. Please note that social media messages are not monitored 24/7 and should never be used for urgent or emergency situations.
- **Medical Advice Disclaimer:** Information shared on our social media channels is for informational purposes only. It is not intended to, nor should it be interpreted as, professional medical advice, diagnosis, or treatment. Always consult a qualified healthcare provider regarding any medical concerns or questions about your health. Engagement with our social media channels does not establish a patient-provider relationship.
- **Third-Party Links:** On our social media channels, we may share links to external websites or organizations (such as the American Academy of Pediatrics) that we believe provide helpful resources. Please note that these third-party links are shared for informational purposes only and do not represent an endorsement of the content or the organization. We are not responsible for the content, accuracy, or privacy practices of any external websites.

Community Standards and Expectations

To keep our social media channels a safe, positive, and respectful environment for everyone, we have established clear community standards and expectations. We reserve the right to remove any content and/or block users that violate these guidelines.

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- **Hate Speech or Abusive Language:** Any form of hate speech, insults, profanity, or offensive language directed at individuals or groups based on race, ethnicity, gender, sexual orientation, or special needs will not be tolerated.
- **Personal Attacks:** We encourage diverse perspectives, but they must be shared with civility and respect. Disrespectful comments or targeting employees, patients, participants, or community members is unacceptable.
- **Confidential Information:** We ask you do not share any protected health information (PHI) or other private details about yourself, patients, or individuals.
- **Illegal Content:** We do not allow any illegal content. This includes, but is not limited to, copyright infringement, harmful or malicious links, and any content that violates local, state, or federal laws.
- **Health Misinformation:** Posts that contain false or misleading information especially related to health topics such as vaccines are not allowed. We rely on trusted sources, including the Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO), to guide accurate and reliable health communication.
- **Spam and Solicitation:** Unsolicited promotion of products, services, websites, or organizations not affiliated with Pediatric Associates Family of Companies is not allowed.
- **Impersonation:** Misrepresenting yourself as a Pediatric Associates Family of Companies clinician, employee, or representative is strictly prohibited.

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Important notice Regarding Your Privacy and Public Content

Any content you post on our social media channels and/or pages, such as comments, photos, or links, is public. We have **no control** over how others may view, copy, or share posted or shared information. If you do not want your information to be publicly available, please do not post it.

Questions

For questions about billing, appointments, or patient concerns, please contact us directly at customerservice@pediatricassociates.com or (954) 967-6400.

We look forward to connecting and the engaging with you and our communities!