

New Employee Resource | Social Media

CONNECT WITH CAREFIRST

As a CareFirst employee, you're part of our story. You're one of the many difference makers helping us make our mission a reality for the millions of people we serve.

Ahead of your first day at CareFirst, we encourage you to connect with us on social media.

- Stay in the know about industry news
- Stay updated about company news and how we're making a difference in our communities
- Build connections with other difference makers
- And more!



REVIEW OUR SOCIAL MEDIA POLICY

Our CareFirst employees embody who we are as an organization and you represent our mission, vision and values. Our social media guidelines are intended to help you engage in a genuine manner online, while also protecting our brand and reputation.

Follow these core principles when engaging in social media:

Be transparent and responsible. When sharing a point of view, employees should neither claim nor imply they are speaking on CareFirst's behalf.

Protect information. Do not share confidential company information or any of our members' personally identifiable information, including personal health information, which is a violation of HIPAA.

Be professional. Employees should use good judgment and be accurate, honest and respectful in their communications. Errors, omissions or unprofessional language or behavior may result in liability for the employee and/or the company.

Identify yourself. We encourage employees to promote CareFirst as their employer by selecting the CareFirst page in their profile section for the social sites they are a member of (e.g., on Facebook, tag the CareFirst Facebook page).

Have fun and connect. We encourage employees to connect with other employees. People leaders should be mindful of social media relationships with their staff.

Don't respond to negative posts. You may read negative or disparaging posts about the Company. Notify those who manage our corporate social media channels by tagging @carefirst in any negative comments or posts you see.