

POLICY

POLICY STATEMENT

It is the policy of the NMDP to provide an online social learning community, The Hive: Online Community for Donor Management, to identified NMDP employees and network partners. All participants are expected to adhere to the policy to ensure the site maintains a professional source of learning and collaboration. The Hive: Online Community for Donor Management will be regularly monitored to ensure the policy directives are being followed by identified users.

BUSINESS SECTION/DEPARTMENT

Identified NMDP employees and network partners.

PURPOSE

The purpose of this document is to clarify requirements and expectations of The Hive: Online Community for Donor Management users.

The Hive: Online Community for Donor Management is a professional social learning platform intended to provide users a place to:

- Network with colleagues and foster relationships, creating both professional and personal connections.
- Share ideas for continuous improvement.
- Stay informed about projects, changes, and key initiatives.
- Share best practices and success stories.
- Discuss issues and challenges, and collaborate to find solutions.
- Provide peer-to-peer guidance, coaching, and recognition.

Participation in this platform will enable users to:

- Reduce role separation and improve consistencies among and across donor management teams.
- Facilitate real-time knowledge sharing.
- Reduce repeat work and redundancies.
- Increase a sense of community and belongingness.

NOTE: NMDP Standard Operating Procedures and Manual of Operations are the ultimate authority regardless of what information is posted within The Hive: Online Community for Donor Management.

SCOPE

Identified NMDP employees and network partners.

RELATED DOCUMENTS

1. P00023, *Confidential Information Policy*
2. P00091, *Social Media and Social Networking Engagement Policy and Guidelines*
3. S00339, *Confidential Information Standard Operating Procedure (Donor/Patient Confidentiality)*

DEFINITIONS

Social Learning Platform: Informal online learning tool that combines social media elements with professional interaction, collaboration, and problem solving.

RESPONSIBILITIES

Administrator: Responsible for providing strategic management, monitoring, and control for The Hive: Online Community for Donor Management policy.

Identified NMDP employees and network partners' leadership: Responsible for adhering to The Hive: Online Community for Donor Management policy directives and for oversight of the policy.

Identified NMDP employees and network partners: Responsible for adhering to The Hive: Online Community for Donor Management policy directives.

REQUIREMENTS

ACCESS

1. Access to The Hive: Online Community for Donor Management will be given to identified NMDP employees and network partners by the administrator.
2. Users will have, and must protect, their login name and password. Such information must not be shared or provided to anyone else. Passwords should be reset on a periodic basis to help prevent unauthorized access.

TRAINING

3. Upon being granted user access, every user has the option to participate in training related to The Hive: Online Community for Donor Management. All applicable training materials will be available on the "Getting Started" page.

USER PROFILES

4. Users must complete required profile information. Instructions for how to complete a user profile are available on the “Getting Started” page.
5. It is recommended that users upload a profile picture and apply it as user avatar.
 - 5.1. Pictures must be appropriate for the workplace.
 - 5.2. Pictures can be something other than employee photo (e.g., pet, children, etc.).

USAGE

6. Personally identifying information about members, donors, or patients must not be shared at any time per P00023, *Confidential Information Policy* and S00339, *Confidential Information Standard Operating Procedure (Donor/Patient Confidentiality)*.
7. Where applicable, replies to questions should be addressed by referencing existing documents and materials. This will help teams align and ensure consistent use of approved language, best practices, and brand.
 - 7.1. Controlled documents must not be uploaded to The Hive: Online Community for Donor Management.
 - 7.2. Users can copy and paste content if providing reference or a link to the document being copied from to ensure version control and protect proprietary information.
8. The Hive: Online Community for Donor Management is intended for work-related content posts and discussions.
 - 8.1. A designated page in the community, “Water Cooler,” is available for posting personal announcements such as birth announcements, information about local fundraising events, etc.
9. Questions and content posted should be clear. Internal jargon and acronyms should be avoided as they can cause misinterpretation. Text speak should also be avoided (e.g., use “you” instead of “u”).
10. Questions about donor cases must be written generically. Users may not reference a specific donor case nor can they use The Hive: Online Community for Donor Management to replace adding content to a donor file.
11. Users must refrain from using The Hive: Online Community for Donor Management as a substitution for established procedures. Appropriate resources outside of The Hive should be contacted as detailed in current processes. For example, questions

related to donor suitability and eligibility should be directed to the NMDP Medical Services department. If users are unsure which department to contact, they can view “Who Do I Ask” from the “Get Connected” page.

MONITORING

12. Content posted to The Hive: Online Community for Donor Management will be regularly monitored by identified administrators and community managers. Community managers may remove posts if content is inappropriate or inaccurate, breaches confidentiality, or if they contain document control issues. The user will be informed of post removal and reason for removal.
 - 12.1. Any user can flag content as inappropriate which will remove the content automatically, sending it to the community manager queue for review and repost, or removal with message to original user regarding why content has been removed.
13. Users should report instances of posts that attack others or contain abusive, profane, or vulgar language, graphics, or images to the community manager (communitymanager@nmdp.org). The community manager will escalate to leadership and/or Human Resources as appropriate and the user may be removed from The Hive: Online Community for Donor Management.
14. Users should report instances of personally identifying information or posts referencing specific donor cases to the community manager (communitymanager@nmdp.org). The community manager will review and escalate to leadership and/or Quality Assurance as appropriate. An offense may result in a quality related concern, and/or removal from The Hive: Online Community for Donor Management.

REFERENCES

Not applicable

REVISION HISTORY

Revision	Brief Description of Revision
P00095 rev.1	New Policy
P00095 rev. 2	Replaced quality occurrence/QI with quality related concern.

ADDENDA

Not applicable