

Pause Before You Post (Continued)

A location tag may identify the neighborhood. A street sign may be visible through a window. Family photographs, paperwork, prescription containers, mobility equipment, or mail may appear in the background. A uniform, work schedule, or description of the client may allow someone familiar with the situation to identify the person.

Even a photograph of a meal, a pet, or a holiday decoration taken inside the home could expose information about the client.

Privacy does not depend solely on whether the client's face or name appears in the post.

Caregivers should also remember that a client cannot authorize them to disregard NHHCP policies. A client may say, "You can take my picture," or ask to be included in a personal social-media post. The caregiver must still follow company requirements and contact the office if uncertain.

The safest rule is simple: Do not take or post photographs, recordings, videos, or personal stories from a client's home.

Privacy concerns extend beyond Facebook, Instagram, TikTok, and other public platforms. Client information should not be shared through personal text messages, group chats, private messages, or conversations with friends and family.

A caregiver should not go home and tell a spouse, "You would not believe what happened with my client today." The client's name may not be mentioned, but the details could still identify the person or expose private information.

Client information should only be communicated through approved methods and only to people authorized to receive it.

Caregivers should also be cautious about posting complaints about their workday. A message such as “Another difficult shift with someone who refuses to cooperate” may not name the client, but it is unprofessional and could still reveal confidential information. It may also damage the trust placed in the caregiver and NHHCP.

Before posting anything connected to the workday, ask:

- Does this reveal where I am working?
- Could someone identify the client from the details?
- Is anything private visible in the background?
- Does the post mention the client’s condition, behavior, family, or care?
- Would I want my own private circumstances shared this way?
- Does this comply with NHHCP policy?

If there is any doubt, do not post it.

Caregivers should also protect their own privacy and safety. Posting a work location in real time tells others where the caregiver is and may indirectly identify a vulnerable person who is receiving care.

If a client’s information is accidentally photographed, recorded, sent, or posted, contact the office immediately. Do not try to hide the mistake. Removing a post does not guarantee that it was not saved, shared, or captured by someone else, but prompt reporting allows the situation to be addressed properly.

Clients and families allow caregivers into some of the most personal parts of their lives. They trust that what happens in the home will remain private.

That trust should never be exchanged for a photograph, a funny story, a complaint, or a few moments of attention online.

Pause before you post. Client privacy continues during the visit, after the shift, online, at home, and everywhere in between.