

Social Media at the Medical Center

In January 2011, the Medical Center opened access to Facebook and other social media sites.



- Patients and families use these sites to keep friends and relatives informed of a patient's progress
- More and more professional organizations use social media to communicate with members
- Physicians and other care providers increasingly use these sites to maintain informal, non-confidential contact with colleagues

What Does This Mean?

- All systems in the hospital that provide on-line access to the Internet will now have access to social media (Facebook, Twitter, LinkedIn, etc)
 - **Desktop and mobile computers (laptops, WOWs) on the UMMC computer network will get Facebook and other social media sites**
 - **Patients and visitors with mobile devices (laptops, netbooks, iPhones, iPads, etc) will be able to connect to Facebook and other social media sites through the UMMS Guest wireless network**
- However, it does NOT mean that these private mobile devices would be able to connect to the UMMC network (intranet, clinical information systems, etc)

Keep In Mind



- Information you share with friends can be viewed by others – even if you didn't intend it that way
- If you identify yourself as a Medical Center employee, behave on line as you would here
- In order to maintain patient confidentiality and professional behavior, we have created policies and guidelines for employee behavior on social media sites



Social Media and Medical Center Staff

- If you participate on any Medical Center social media sites OR identify yourself as a UMMC employee on any other sites, you need to act according to employment policies:
 - Don't discuss patient information
 - HIPAA applies everywhere, including social media
 - Follow behavioral and professional standards
 - Follow the existing guidelines for confidentiality, appropriate behavior

Social Networking/ Social Media Policy

- A new HR policy - HRM 504 Social Networking/Social Media – sets guidelines and expectations for employees on UMMC and their own social media sites
- Comply with all Medical Center policies & procedures:
 - Code of Ethics
 - Behavioral Standards (HRM 505)
 - Workplace Language (HRM 516)
 - Confidentiality (PROE-107)
 - Computer Network and Internet Access (MOI-015)

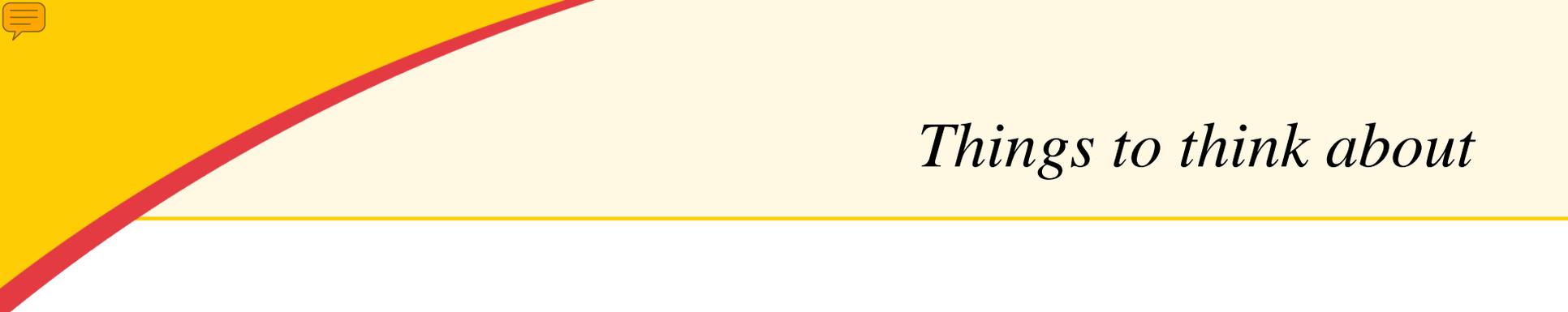
Social Media Policy – HRM 504

- When participating in on-line and social media conversations:
 - Make it clear you are expressing your own point of view, not the Medical Center's
 - Use your own e-mail address, not your work address, when participating in social media conversations
- Use common sense (that's not in the policy, just something to keep in mind at all times)

Social Media at the Medical Center

- The Medical Center uses Facebook, Twitter, and YouTube to spread the word about our hospital and gather feedback.
- We welcome your participation and appreciate your comments.
- To protect our brand and be aware of what people are saying about us, we monitor comments about UMMC on these sites and anywhere on the internet.
- If you include a reference to UMMC on a social media site, we will see it.





Things to think about

If a current or former patient asks to be a Facebook friend, can I accept the request?

While we have no policy to prevent employees from becoming Facebook friends with former patients, we discourage it. There are many things to think about:

- Do you want them to know your personal information?
- Are you comfortable exposing them to your personal life?
- Do you want your Facebook activity dominated by HIPAA?
- Is it better to keep your personal and professional lives separate?

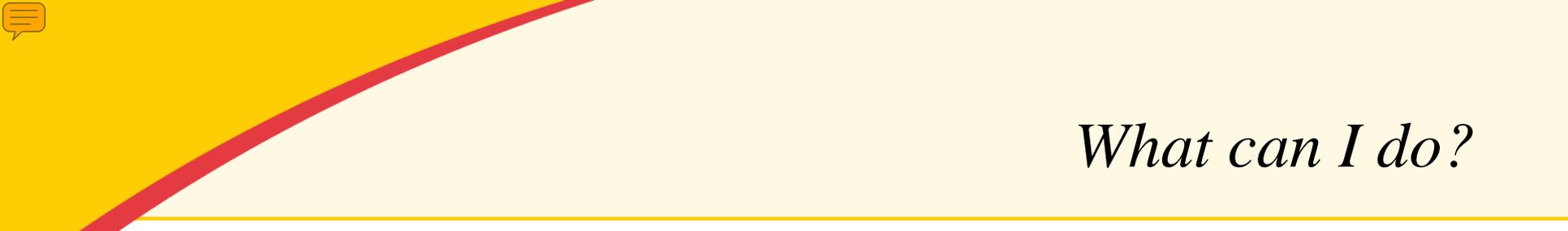
What Others are Saying

- The American Medical Association adopted a policy for physicians on social media, encouraging them to:
 - Use privacy settings to safeguard personal information and content to the fullest extent possible
 - Monitor their Internet presence to ensure that personal and professional information on their own sites and others, is accurate and appropriate
 - Maintain appropriate boundaries when interacting with patients online
 - Ensure that patient privacy and confidentiality is maintained
 - Consider separating personal and professional content online
 - Recognize that actions and content online can negatively affect their reputations among patients and colleagues, and may even have consequences for their medical careers

Things to think about

- What if a co-worker wants to be a Facebook friend?
- Again, this raises many questions:
 - What are your feelings about work/home boundaries?
 - If you friend one co-worker, do you need to friend all?
 - Do you want them to see your personal updates?
 - Is this a long-term friendship?
- Some staff have made their own decision to not friend people from work, particularly if one is a supervisor.
- For professional connections, consider Linked In, a social media site more suited to business relationships.





What can I do?

- Can I check Facebook at work?
 - The same rules that apply to other non-work web-related activities apply here.
 - If your manager allows you to use UMMC computers on your break, be aware of how much time you spend on line.
 - You must also be careful about how much time you spend on social media and other non-work sites with your own wireless devices.
 - Abuse of this privilege can become a disciplinary issue.

Things to think about

- What if a Facebook friend asks me for medical advice?
 - There are many reputable sources of information on-line, such as the medical encyclopedia on the Medical Center website at www.umm.edu/medref. It would be better to refer people to such information or take the discussion off-line.
 - If the friend keeps asking for help, consider having a phone conversation or a private e-mail discussion.



What can I do?

- If you want to discuss UMMC on-line, you can:
 - Share publicly available information, including what is on our website, www.umm.edu
 - Stay positive
 - Direct your friends to reliable sources
 - Be clear that your opinions are yours, not official UMMC statements
- Remember that UMMC monitors what is said about us on-line. We are aware of comments that include the Medical Center name



Things to keep in mind

- Best Advice
- Follow the Spouse / Boss rule (*don't do or post anything you wouldn't want your spouse, your boss, or the rest of the world to read about in the newspaper*)
- Behave on-line as you do at work
- Review HRM 504 Social Networking/Social Media
- And always remember:

Use Common Sense