Health System
ADMINISTRATIVE POLICY

Title: UAB Medicine Digital Media & Communications Policy

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Endorsed: David Randall 1/11/17
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Pages 1 of 7

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Discontinued:

UPUSt: This policy governs the use or creation of digital mass communications and digital content in pursuit of oJICial UAB Medicine business and in association with the UAB Medicine brand and sets forth expectations for oversight, requirements, and privileges. This includes the people, processes, and technology necessary for such efforts. The purpose of this policy is to promote consistency in UAB Medicine's official public presentation, provide resources to individuals responsible for creating and maintaining digital mass communications and digital content, and reduce legal and regulatory risks related to privacy and security, as well as outline standards for Web sites and social media sites or accounts that serve to represent UAB Medicine services, entities, marketing, communication, products, or expertise to internal and external audiences. These standards include those for content, branding, quality, security, accessibility, timeliness, customer service, administration, and design.

2. PHILOSOPHY: UAB Medicine Web site(s) and Social Media will support the vision of the University of Alabama at Birmingham Health System (UABHS)/UAB Medicine to be recognized as a world leader in patient care, research, and training. The sites will reflect the care and professionalism the community has come to expect from this award-winning institution, while informing, educating, and updating users on the latest in quality health care provided by UAB Medicine as well as providing a reliable source for customer interaction.

3. ASSOCIATED INFORMATION:

3.1. Definitions:
3.1.1. Digital mass communications and digital content ("content") as defined in this policy includes all communications, content, and assets used to interact with public audiences and to undertake official UAB business or otherwise further the mission of UAB. Categories of content include, but are not limited to:
3.1.1.1. Internally and externally hosted web sites, web pages, and web-based assets;
3.1.1.2. Internally and externally hosted intranets or portals;
3.1.1.3. Internally and externally hosted digital signage tools and assets;
3.1.1.4. Social media sites and tools;
3.1.1.5. Mass messaging to include SMS and email; and
3.1.2. Mobile-based assets including mobile applications.
3.1.3. Personal or private communications are not covered in this policy, although they are governed by other policies, procedures, and standards, including the UAB Enterprise Code of Conduct.

3.1.4. **Content Management System (CMS):** The software used to manage any of the official UAB Medicine Web sites.

3.1.5. **Official UAB Medicine Pages:** Official pages are those that are developed, supported and approved by UABHS Marketing & Communications and those sites managed by UABHS Marketing & Communications that may reside outside of the dedicated CMS including social media sites and other digital communication platforms.

3.1.6. **Unofficial sites:** Unofficial sites are Web pages created independently by faculty or staff and developed within a separate Content Management System (CMS) rather than that of UABHS or UAB and are therefore, not supported or endorsed by UABHS or UABHS Marketing & Communications.

3.1.6.1. **Liability:** All legal issues that result from Unofficial sites will be the responsibility of the creator of the Unofficial site. This includes issues related to, but not limited to, compliance, privacy, technical, content, copyright, and adherence to federal website requirements such as the Americans with Disabilities Act.

3.1.6.2. **Branding:** All Unofficial sites must meet Brand standards and guidelines as reflected on www.UABMedicine.org/branding.

3.1.6.3. **Content:** The owner of an unofficial site is fully responsible for ensuring content is accurate and that it meets standards for accuracy, uses proper grammar, appropriate tone and voice, and for updating content and monitoring the site on a regular basis.

3.1.7. **Roles:** Specific job or function as it relates to one’s duties pertaining to the Web sites or digital media.

3.1.8. **Site Manager:** The site manager is the primary contact person for a Web-based site, page, or application. The site manager is responsible for approving the development, updating and marketing of Web sites assigned to them by the UABHS Marketing Department. This person is responsible for the proper execution of this policy and ensuring standards are met.

3.1.9. **Information Owner:** The information owner is assigned by the site manager as a subject matter expert and is responsible for a particular section of a site or a site requested by a particular unit of UAB Medicine. The information owner may or may not be skilled in the publishing technologies for their Web pages but is the person responsible for the proper maintenance of content on their site, page, account or application and ensuring content standards are met.

3.1.10. **Universal Resource Locator (URL):** The URL is the Web server address.

3.1.11. **Solicitation of Personal Information:** When gathering personal information via a Web site or digital media, the content must contain or reference a written statement of how the individual’s personal information will be used and how it will be protected from disclosures inconsistent with the described use.

3.1.12. **Sensitive Information or Data:** Any information that may be accessed only by authorized personnel. It includes protected health information, financial information, personnel data, trade secrets, and any information that may be personally identified with any individual, is deemed confidential by the author, or would otherwise negatively affect the UABHS if handled inappropriately.

3.1.13. **Brand Standards:** Brand helps convey a consistent message to the consumer about a product or service. This message may be conveyed through advertising, trademarks, logos, written language, actions, video, sounds, and images. Observance of brand standards contained within the UAB Medicine Brand Guidelines is required to maintain a consistent message.

3.1.14. **Social Media:** User-generated content (UGC) and interactive sites where the public shares content using highly accessible and scalable publishing technologies, including blogs, microblogs, bulletin boards, videos, webinars, podcasts, content sharing, photo galleries, instant messaging, images, surveys, and more. (Examples include, but are...
not limited to: Facebook, Twitter, Instagram, Pinterest, Flickr, Snapchat, LinkedIn, Foursquare.) UGC is intended to facilitate communications and influence interaction between peers and with public audiences.

3.1.15. **Audience Groups:** Audience groups include the following:

3.1.15.1. General public/Consumers
3.1.15.2. Patients and families
3.1.15.3. Physicians (Not employed by UAB)
3.1.15.4. Physicians/Faculty (Employed by UAB)
3.1.15.5. Employees (Content intended only for employees should NOT be presented on external UAB Medicine sites.)

3.2. **Background Information:** UAB Health System (UABHS) has developed dedicated Web sites and digital media products and presences for promoting the organization, faculty, staff and services provided throughout UAB Medicine. www.uabmedicine.org. UABHS has established these Policies and Procedures to guide the creation and use of the official UAB Medicine public-facing Web site. This Web site includes information on:

3.2.1. Clinical services delivered by clinical personnel within UAB Medicine facilities
3.2.2. Hospitals and clinics and other entities where care is provided
3.2.3. Employee recruitment
3.2.4. Links to affiliates and other partners
3.2.5. Physician directory
3.2.6. Services and continuing education opportunities for non-UAB physicians
3.2.7. The following documents are referenced in this policy and should be reviewed to ensure complete understanding and adherence to this policy.

   3.2.7.1. UAB Medicine Brand Style Guidelines
   3.2.7.2. UAB HIPAA Core Policies
   3.2.7.3. Electronic Data Processing Security Policy
   3.2.7.4. Acceptable Use Policy
   3.2.7.5. UAB Copyright Policy

4. **APPLICABILITY:** This Policy applies to all UABHS Operating Entities: UAB Hospital, The Kirklin Clinic of UAB Hospital, The Kirklin Clinic of UAB Hospital at Acton Road, Callahan Eye Hospital and Clinics, UAB Health Centers, University of Alabama Health Services Foundation, Ophthalmology Services Foundation, Valley Foundation, and other UABHS managed entities that may be added from time-to-time. For purposes of this Policy, UABHS Operating Entities shall be referred to as “UABHS” or “UABHS Operating Entities.”

5. **POLICIES:**

5.1. **Unacceptable Use:**

   5.1.1. Publishing the following information shall be considered unacceptable:

   5.1.1.1. Product advertisements, political lobbying, or religious promotions.
   5.1.1.2. Disseminating confidential UAB Medicine information to unauthorized people violating UAB’s data protection policy, or otherwise using the Internet in a way that increases UAB’s legal and regulatory liability.

5.2. **Management:** The UABHS Marketing & Communications Department shall manage all official Web sites of UAB Medicine with assistance by the UABHS Web Advisory Committee and assigns site managers to official sites

5.3. **Oversight:** A UABHS Web Advisory Committee shall have representatives from each of the covered UAB Medicine entities, HSIS, UABHS Strategic Planning & Development, UABHS Information Security, UAB Marketing & Communications who will be responsible for recommending and maintaining this policy for UAB Medicine.

5.4. **Enforcement:** Alleged violations of this policy should be reported to UABHS Marketing & Communications for resolution or review

5.5. **Hosting:** All UAB Medicine sites shall be hosted on servers approved by the UAB Marketing & Communications and HSIS, unless other hosts are required or necessary and pre-approved by UAB Marketing & Communications and HSIS

*UAB Health System Interdisciplinary Policy: UAB Medicine Digital Media & Communications Policy*
5.6. **Domain Names:** Domain names are to be assigned and administered by UABHS Marketing & Communications.

5.6.1. The official domain name of UAB Medicine is [www.uabmedicine.org](http://www.uabmedicine.org).

5.6.2. The official domain name of UAB Medicine intranet site “ONE” is oneuabmedicine.org.

5.6.3. Additional user-friendly URLs can be developed for microsites and subdomains within the [www.uabmedicine.org](http://www.uabmedicine.org) site.

5.6.4. The official social media sites of UAB Medicine are:

   5.6.4.1. Twitter.com/UABMedicine
   5.6.4.2. Facebook.com/UABMedicine
   5.6.4.3. YouTube.com/UABHealth
   5.6.4.4. Flickr.com/UABMedicine
   5.6.4.5. LinkedIn.com/UABMedicine

5.7. **Design:**

5.7.1. All sites shall follow the UAB Medicine Brand Standards and design standards as put forth in the Guidelines provided.

5.7.2. Templates that comply with the UAB Medicine standards may be provided for official use.

5.8. **Content Contributors:**

5.8.1. Content contributors to the UAB Medicine sites are assigned by UABHS Marketing & Communications in the following roles:

   5.8.1.1. **Site Manager:**
   5.8.1.1.1. The site manager is assigned by the UABHS Marketing & Communications and is the primary contact person for a Web-based site, page, or application.
   5.8.1.1.2. The site manager is responsible for approving the development, updating and marketing of Web sites assigned to them by the UABHS Marketing Department.
   5.8.1.1.3. The site manager is responsible for the proper execution of the UAB Medicine Digital Media & Communications Policy.
   5.8.1.1.4. The site manager is responsible for timely response to comments and questions generated by patients and other customers.
   5.8.1.1.5. The site manager is responsible for ensuring all standards of this policy are met.

   5.8.1.2. **Content Owner:**
   5.8.1.2.1. The content owner is assigned by the site manager as a subject matter or content expert and is responsible for a particular section of a site or a site requested by a particular unit of UAB Medicine.
   5.8.1.2.2. The content owner may or may not be skilled in the publishing technologies for their Web pages but is the person responsible for the proper maintenance of content on their Web-based site, page, or application.
   5.8.1.2.3. The content owner is responsible for ensuring all content standards are met.

5.9. **Updates and Maintenance:**

5.9.1. Content owners are responsible for keeping content accurate and up-to-date.

5.9.2. All sites will be reviewed periodically by the site manager to assure content is up-to-date and relevant to the desired audience.

5.9.3. Content deemed inaccurate or out-of-date must be removed immediately upon notice by the Site Manager.

5.10. **Training:** Training in the UAB Medicine content management systems shall be provided by UABHS Marketing & Communications.

5.11. **Copyright:**

5.11.1. UABHS staff that use material originated by outside sources shall not infringe on the rights of the originator of the material as protected by copyright law and shall obtain

*UAB Health System Interdisciplinary Policy: UAB Medicine Digital Media & Communications Policy*
permission to use or reproduce copyrighted works when such permission is required by law and/or pay royalties when such payment is required.

5.11.2. All UABHS staff and others subject to this policy are required to obtain permission from the copyright owners unless the intended use is clearly permitted under the doctrine of "fair use."

5.11.3. The institution does not condone copying instead of purchasing copyrighted works where such copying would constitute copyright infringement.

5.12. Linking:
5.12.1. Official pages may not link to commercial sites that advertise/sell products or services, and may not accept sponsorship from commercial entities in exchange for advertising and/or links to commercial sites.

5.12.2. Specific exceptions may be allowed if the commercial links support the UAB Medicine mission and/or provide an essential service to the community.

5.12.3. Linking to non-UAB managed sites including government sites, organization sites, support group sites, and any other sites that are not managed or maintained by UAB Medicine should be approved by the site manager.

5.13. Disclaimer:
5.13.1. The disclaimer statement for the UAB Medicine Web site(s) must include a notice regarding any non-UABHS managed sites to which the official UAB Medicine materials are linked.

5.13.2. The purpose of the notice is to indicate that, even though links exist for the user’s convenience, the other sites are not managed or endorsed by UAB Medicine and therefore, UAB Medicine does not take responsibility for their content.

5.13.3. The notice should read: “Warning: Some Web sites to which these pages are linked for the convenience of users are not managed by UAB Medicine. Please note that UAB Medicine does not review, control, endorse any products or services, or take responsibility for the content of these sites.”

5.13.4. The disclaimer statement will be managed by UABHS Marketing & Communications

5.14. Use of E-mail Response:
5.14.1. The utilization of electronic mail on the UAB Medicine Web site(s) to foster communications and relationship development is encouraged. The following guidelines, however, should be used by content authors who wish to use e-mail:
5.14.1.1. All correspondence from that might contain sensitive information must be encrypted and secure according to applicable guidelines.

5.14.1.2. When receiving e-mail through a UAB Medicine Web site, an immediate automatic acknowledgment message should be sent.

5.14.1.3. Provide a one business day response whenever feasible.

5.14.1.4. Delays: If e-mail requests cannot be fulfilled within one business day, a message should be sent explaining the delay and establishing a target response date.

5.15. Right to Privacy:
5.15.1. A Web site page that is programmed to gather information about individual users must provide a clear statement of how the individual’s personal information will be used and how it will be protected from disclosures inconsistent with the described use.

5.15.2. Such a statement is not required if the page collects and preserves only general information, such as the number of visitors or the URL and does not identify/collect individual information, such as name, address, health information, financial information, etc.

5.16. Official UAB Medicine Pages:
5.16.1. An official UAB Medicine Web page is one that is formally acknowledged by the UABHS Marketing & Communications department as representing that entity accurately and in a manner consistent with the mission of UAB Medicine and managed by UABHS Marketing & Communications.

5.16.2. Without such acknowledgement, a Web site, regardless of content, is not “official.”
5.16.2.1. These may include sites within the dedicated Content Management System (CMS) or on social media sites and other Internet communications platforms.

5.17. **Unofficial Web Sites:**

5.17.1. Unofficial sites are those created outside of the official UAB Medicine Web sites and contain information about clinical entities intended for patients, referring physicians, or general external audiences that are not approved by UABHS Marketing & Communications.

5.17.2. These sites are not recognized by UAB Medicine and will not be linked from the official UAB Medicine site.

5.17.3. These sites are not recognized by UAB Medicine and may not be supported by UABHS Marketing & Communications or HSIS.

5.17.4. These sites are not recognized by UAB Medicine and will not be supported with UABHS financial or operational resources.

5.18. **Approved Out-sourced Web Sites:**

5.18.1. Web sites or pages that are not approved as official UAB Medicine pages or Web sites but have been approved by UABHS Marketing & Communications.

5.18.2. The content owner for these pages is responsible for preparing and updating all the materials they wish to post.

5.18.3. These sites are subject to all applicable UAB Medicine policies including privacy and copyright laws.

5.19. **Updates:** If Web sites built outside the official UAB Medicine CMS contain content that is determined outdated or inaccurate, the Web pages containing this content will be taken off of the Web site and classified as inactive by the Site Manager.

5.20. **Linking to the Official UAB Medicine Web Site:**

5.20.1. Approved out-sourced Web sites for a general audience are required to link back to the UAB Medicine site at www.uabmedicine.org and identify it with the words “UAB Medicine” displayed prominently in the header of the site.

5.20.2. Approved out-sourced Web sites for physician audiences are required to link back to a UAB Medicine official site for physician audiences as deemed appropriate by UABHS Marketing & Communications.

5.20.3. Approved out-sources Web sites for internal audiences are required to link back to a UAB Medicine official site for employee audiences as deemed appropriate by UABHS Marketing & Communications.

6. **SCOPE:** This Policy applies to all UABHS Operating Entities: UAB Hospital, The Kirklin Clinic of UAB Hospital, The Kirklin Clinic of UAB Hospital at Acton Road, Callahan Eye Hospital and Clinics, UAB Health Centers, University of Alabama Health Services Foundation, Ophthalmology Services Foundation, Valley Foundation, and other UABHS managed entities that may be added from time-to-time. For purposes of this Policy, UABHS Operating Entities shall be referred to as “UABHS” or “UABHS Operating Entities.”
### INTERDISCIPLINARY COLLABORATION

None

**Physician / Medical Committees**

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<thead>
<tr>
<th>Web Policy Committee</th>
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<tr>
<td>• Maelynn Cheung - UABHS Marketing &amp; Communications</td>
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<tr>
<td>• Franklin Tessler, MD – UABHS Physician, SOM Professor</td>
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<td>• Adrienne Steading - UABHS Marketing &amp; Communications</td>
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<td>• Paige Dorman – SOM Communications</td>
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<td>• MJ Tucker - Physician Services</td>
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<td>• Andy Harr – HSF/MSO</td>
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<td>• Anthony Patterson - UAB Hospital Administration</td>
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<td>• Marty Box – UABHS Human Resources</td>
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<td>• Shelia Searson - UABHS Privacy Officer</td>
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<td>• Rob Ferrill – UABHS Information Security</td>
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**Committees / Councils**

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<th>Joan Hicks, CIO, UAB Health System</th>
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**Department(s)**

None

### Tracking Record

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<th>Action</th>
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**Supersedes:** UAB Medicine Web Policy; 11/16/09, UAB Medicine Social Media Policy 7/22/09, 11/28/16

**File Name:** UAB Medicine Digital Media & Communications Policy HA#25r2

**REVISIONS:** Consistent with Joint Commission Policy, this standard is to be reviewed at least every 3 years and/or as practice changes.

Merges policies for social media and web reflecting integrated nature of platforms