

<b>Title:</b> <i>Social Media Policy</i>		
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Approved: <i>Will Ferniany</i> 07/27/09 Will Ferniany, PhD Date CEO, UAB Health System	Approved: _____ N/A Date	Discontinued:
CAMH Ref# NA		
<b>Associated Diagnosis/ Cross-References (CR):</b>	<b>UAB Core HIPAA Standard:</b> <i>*Internet and Email Use</i>	

1. **PURPOSE:** These guidelines outline i) how UAB Medicine will use the components of established and emerging Internet and wireless technologies to support the Health System's institutional communication goals and ii) the rules for social computing by UAB Medicine staff who engage in online discourse and present themselves as representing UAB Medicine.
2. **PHILOSOPHY:** Established and emerging online Internet and wireless technologies and social networking platforms are fundamentally changing the way organizations and individuals communicate. Because of the constantly evolving nature of social networking platforms (e.g. You Tube, Facebook, iTunes, etc. sites; Web feeds such as RSS; blogs and other forums) and technologies, these guidelines do not attempt to identify every platform, although they will apply to all contemporary communication technologies available.
3. **APPLICABILITY:** These guidelines apply to the entities comprising UAB Medicine, including (1) UAB Highlands, (2) UAB Hospital, (3) The Kirklin Clinic, (4) Callahan Eye Foundation Hospital, (5) Camellia Medical Group, and (6) ambulatory clinics operated by the Health Services Foundation. Not included are affiliates of UAB Health System (Baptist Health System, Medical West), as well as VIVA, or Valley Foundation. Please refer to UAB Health System's Core HIPAA Standards, Internet and Email Use Standards for additional information on use at the workplace.
4. **STANDARDS:**
  - 4.1. **Compliance With UAB Medicine Policies And Procedures:**
    - 4.1.1. All use of Internet and wireless technologies and social computing on behalf of UAB Medicine must comply with all applicable policies and procedures governing UAB Medicine operations and employee conduct, including, but not limited to, HIPAA and confidentiality standards; workplace behavior standards; and conflict of interest/commitment standards.
  - 4.2. **Unacceptable Use:**
    - 4.2.1. Creating, exchanging, publishing or otherwise distributing in public forums and open communication tools to third parties (for example, via Web e-mail, IM, blog postings, chat rooms, Twitter, virtual representatives and more) any of the following:
      - 4.2.1.1. Product advertisements or political lobbying or religious promotions.
      - 4.2.1.2. UAB confidential information to unauthorized people or violating UAB's data protection policy. Otherwise using the Internet in a way that increases UAB's legal and regulatory liability.
      - 4.2.1.3. Unprotected healthcare data and personally identifiable consumer data that would violate U.S. Health Insurance Portability and Accountability Act and Gramm-Leach-Bliley Act regulations. Exceptions may be

authorized by the employee's supervisor, and in conjunction with use of a UAB-approved e-mail encryption service.

- 4.3. **UAB Medicine Institutional Use of Internet and Wireless Technologies:**
- 4.3.1. UAB Medicine Institutional representation on online social networking platforms must be initiated and authorized through the combined efforts of the UAB Health System Marketing Communications and the UAB Office of Public Relations & Marketing.
- 4.3.1.1. All UAB Medicine, UAB Hospital, The Kirklin Clinic, Callahan Eye Foundation Hospital, or any other UAB Medicine clinical facility sites or pages on You Tube, Facebook, Twitter, etc. must be developed by or through one of the above-named departments.
- 4.3.1.2. As ultimate content owner, the UAB Health System Marketing Communications Department will review all current sites or pages to determine appropriate action with respect to the existing sites.
- 4.3.2. UAB Health System Marketing Communications may assign pages or content areas on UAB Medicine official sites on social network platforms to departments, divisions or programs at UAB Medicine.
- 4.3.2.1. The internet provides a plethora of communication mechanisms. All written communications posted to the Intranet should strive for the highest level of professionalism, politeness and courtesy. Electronic communication is frequently inadequate in conveying mode and context; therefore, the user should carefully consider how the recipient might interpret a message before composing or sending the message.
- 4.3.2.2. Content managers are responsible for posting and using content in accordance with UAB Medicine values and policies and procedures.
- 4.3.2.3. Content managers are responsible for monitoring and maintaining Web content and that content must be current and accurate.
- 4.3.2.4. Content managers will not engage in any communications that would not be acceptable in the workplace. They will respect copyrights and disclosures, and will not reveal proprietary financial, intellectual property, patient care or similar sensitive or private content.
- 4.3.2.5. Content managers are responsible for monitoring postings to social media sites and deleting postings which do not adhere to UAB Medicine policies.
- 4.3.3. Any postings that address dissatisfaction with employees, patient service, clinical performance, or referral dissatisfaction should be addressed timely by responding on the social media website. Direct email to the person posting is only allowed through encrypted email.
- 4.3.4. For patient-related issues, identify the source of the dissatisfaction and rely on the posting on the web site: *"We apologize for the experience you had with the UAB Medicine. We will take this issue up directly with <insert area>. Thank you for the opportunity to review this issue. If you have any additional questions regarding follow-up, please contact our (See appropriate patient representative below)"*.
- 4.3.4.1. UAB Hospital Guest Services Department at 205-934-2273
- 4.3.4.2. TKC and Community Clinics Guest Services at 205-801-7905
- 4.3.4.3. Callahan Administration at 205-325-8678.
- 4.3.5. Consistent with the value of OWN IT, UABHS Marketing Communications and content managers own postings expressing dissatisfaction and are responsible for relaying the concerns to the appropriate area. For employee-related issues, refer to the appropriate Human Resources Department.
- 4.4. **Professional Use of Social Media:**
- 4.4.1. Online and other electronic social media enable UAB Medicine staff to engage in professional conversations related to the work of UAB Medicine. These guidelines apply to staff **that identify themselves with UAB Medicine and/or its facilities**

in social media venues such as professional society blogs, Linked IN, Facebook, etc.

- 4.4.1.1. Activities which do not identify a staff member with UAB Medicine, do not discuss UAB Medicine, and are purely about personal matters may not be engaged in by employees during work time and/or with UAB Medicine Resources.
  - 4.4.2. Employees who identify them as a member of the UAB Medicine staff in any online forum should make it clear that they are not speaking for UAB Medicine; that what they say is representative of their personal views and opinions and not necessarily the views and opinions of UAB Medicine.
  - 4.4.3. Employees should present themselves professionally as a UAB Medical staff member in online networks. By virtue of identifying themselves as part of UAB Medicine in such a network, they are now potentially connected to colleagues, managers, patients, and donors.
  - 4.4.4. Employees should be aware that all content contributed on all platforms becomes immediately searchable and can be immediately shared, i.e., it immediately leaves their control forever.
  - 4.4.5. Receipt of compensation for participating in an online forum in a UAB Medicine role is subject to policies for consulting and conflict of interest/commitment.
  - 4.4.6. If someone from the media or press contacts an employee about posts made in online forums that relate to UAB Medicine in any way, the employee should alert their manager and contact UAB Media Relations before responding.
  - 4.4.7. Users shall not misuse their access privileges to social media sites. The UAB Medicine reserves the right to block access to sites where abuses occur.
  - 4.4.8. Use of the internet may expose employees to offensive content and/or criminal activity. UAB accepts no liability for employees' non-business-related activity on the intranet.
- 4.5. **Use of Social Media in the Clinical Setting:**
- 4.5.1. Electronic and online social media is also used to collaborate with a larger clinical community, in particular to share new procedures and clinical findings. Participation of clinical faculty in social media involving patient care such as communications via the Web or wireless technology from the operating room or other clinical settings should follow all of the guidelines stated above and observe appropriate patient safety and privacy protocol.
  - 4.5.2. Prior to broadcasting clinical events, the following procedures must be followed:
    - 4.5.2.1. Participating faculty must be in good standing with the Medical and Dental Staff and the School of Medicine.
    - 4.5.2.2. Participating faculty and staff are responsible for obtaining all appropriate patient signed authorizations.
    - 4.5.2.3. The following areas should be contacted for review prior to the event:
      - 4.5.2.3.1. Department chairman.
      - 4.5.2.3.2. Administrator, Operating Room.
      - 4.5.2.3.3. UAB Hospital Risk Management.
      - 4.5.2.3.4. UAB Health System Information Security and Privacy Office.
      - 4.5.2.3.5. UAB Media Relations.
      - 4.5.2.3.6. UAB Health System Marketing Communications.
    - 4.5.2.4. All phases of the broadcast should be reviewed with the above and there must be a plan in place should there be poor outcome. The ultimate responsibility for the plan lies with UAB Health System Marketing Communications.
    - 4.5.2.5. During the event, the safety of the patient should be priority.
    - 4.5.2.6. To assure the communication technology does not distract from the clinical care, additional clinical staff should be available to manage communication.

- 6. **REFERENCES:** None
- 7. **SCOPE:** This standard applies to entities comprising UAB Medicine, including (1) UAB Highlands, (2) UAB Hospital, (3) The Kirklin Clinic, (4) Callahan Eye Foundation Hospital, (5) Camellia Medical Group, and (6) ambulatory clinics operated by the Health Services Foundation.
- 8. **ATTACHMENTS:** None.

**INTERDISCIPLINARY COLLABORATION**

<i>Mike Waldrum MD, CEO, UAB Medical Center Hospitals</i>	<i>07/21/09</i>
<i>Nancy Dunlap, MD, Chief of Staff, TKC</i>	<i>07/21/09</i>
<i>Velinda Block, RN, UABHS Nursing</i>	<i>07/21/09</i>
<i>Cynthia Brumfeld, MD, UABHS Medical Director</i>	<i>07/21/09</i>
<i>Joan Hicks, UABHS, CIO</i>	<i>07/21/09</i>
<i>Reba Simmons, UABHS, HR Executive Director</i>	<i>07/21/09</i>
<i>Departments/Administration</i>	<i>Endorsement Date</i>

**Tracking Record**

Action				Reasons for Development/Change of Standard							Change in Practice			
Devel- oped	Refor- matted	Re- viewed	Revised	Re- quired Review	Rele- vance	Ethics	Legal	New Knowl- edge	QA/I	Risk	No	Yes	Comment/ Explanation of Impact	
X					X				X	X		X	<i>Establishes new policy.</i>	
Supersedes:		None												
File Name:		Social Media Policy HA# 25												
REVISIONS: Consistent with Joint Commission Standards, this standard is to be reviewed at least every 3 years and/or as practice changes.														