



Duke Health Social Media Policy

April 2022





Use of Social Media

- Duke Health supports the use of social media by Duke entities
 - Communicating our mission
 - Community relations
 - Marketing and recruitment activities
 - Customer service
 - Promote internal communications
- Entities interested in starting a Duke Health-sponsored social media site should contact an approved Duke Health communications resource.
 - **Duke Health is the brand comprising Duke University Health System, PDC, School of Medicine, School of Nursing**



Resources and Support

- Duke Health Marketing and Communications
- PDC Communications
- School of Medicine Office of Strategic Communications
- School of Medicine Department/Unit Communicators
- School of Nursing Communications



Why do we need a social media policy?

- Protect privacy and safety of patients and Duke Health faculty and staff
- Protect the Duke Health brand and reputation
- Provide usage guidance to Duke Health faculty and staff
 - Duke Health-sponsored websites and social media channels
 - Online activities when users represent themselves as Duke Health workforce member
 - Personal and professional use
- Minimize business, legal, ethical and personal risks that may arise when Duke Health faculty and staff use social media during working and non-working hours



Usage Guidelines

- **Identify yourself appropriately.** When a Duke Health connection is apparent:
 - Clearly state your connection and role in the organization
 - Present professional content that is accurate, factual, and reflects favorably of you and Duke Health
 - Acknowledge and correct mistakes promptly
- **Exhibit Professionalism**
 - Be respectful, truthful and professional
 - Follow Duke Health policies
 - Duke Health's Guiding Principles and policies on Prohibited Discrimination, Harassment, and Related Misconduct and privacy
 - Avoid anger, sarcasm, criticism, and discriminatory, offensive or defamatory language



Usage Guidelines *continued*

- **Disclaimer Statement for Personal Accounts**
 - Clearly state that thoughts and views are personal and not representative of Duke Health.
 - Social media profiles should include a disclaimer statement, e.g., “The views expressed here are my own and not those of my employer.”
- **Duke Health Logo**
 - Do not post or use Duke Health, SoM, or SoN logos unless specifically approved and follow branding guidelines
- **Research Purposes**
 - Social media for research must be approved through IRB and documented in research data security plan



Team Member Responsibilities

- Do not **“friend”** patients
- **Do not have conversations with patients** online discussing patient information
- Photos can be posted to Duke Health social media accounts **when properly executed written patient authorization is obtained**
- Patient stories can be shared on Duke social media sites **with proper patient authorization**
- PHI cannot be posted on any personal accounts **except for by Attending physicians**
 - ONLY Duke Health Medical Staff members who are Duke University School of Medicine Faculty (Attending physicians) may **post minimum necessary PHI**, or de-identified information, i.e., clinical information, including photos, videos or audio.
 - Posting should be done in accordance with HIPAA regulations and Duke Health privacy policies, to personal social media accounts **for the specific purpose of general health care education and training**, subsequent to obtaining an executed, valid written patient/legal guardian authorization



Team Member Responsibilities *continued*

- Duke Health Attending physicians should disclose **only minimum necessary amount of PHI** to post to social media sites to achieve the educational purpose, e.g. not sharing patient face or tattoo
- If a patient tags you in a photo that appears on social media, Duke Health team members should **un-tag themselves in photo**
- Do not include staff members or students/learners in photos online **unless they have given their permission**
- Non-adherence of policy guidelines will result in **corrective action** for both faculty and staff



Personal Social Media and Online Activities

- Should be consistent with Duke Health's reputation, brand and values
- Use your personal email address as your primary means of identification
- Do not discuss job responsibilities or specific activities that happened on the unit/department during your workday when it includes clinical care or PHI
- Personal social media and online activity (such as blogging) should not interfere with work commitments
- Workforce members in their personal accounts should not represent the views of Duke or Duke Health
- Inappropriate content that implicates Duke Health will be subject to review by Office for Institutional Equity (OIE) and/or Human Resources and could potentially result in discipline
- Do not post or use Duke Health, SoM, or SoN logos unless specifically approved and follows the branding guidelines