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