

Recommended Online Communications/Social Media Guidelines for MUSC April 1, 2010

Emerging online interactive and social media platforms are fundamentally changing the way organizations and individuals communicate. These guidelines outline how MUSC as an organization will support the components of social media in terms of its institutional communication goals, as well as providing online communication guidelines for MUSC staff who engage in online discourse and identify themselves as MUSC employees.

Communicating Online for Employees

- The main thing MUSC employees need to remember about blogs and social networking sites is that the same basic approaches apply in these spaces as in other areas of their lives. The purpose of the following guidelines is to help you understand how MUSC policies apply to these newer technologies for communication, so that you can participate with confidence not only on MUSC's own social media platforms, but in other online venues as well.
- Follow all applicable existing MUSC communications, privacy, conflict-of-interest, and information security policies. For example, you must not share confidential or proprietary information about MUSC and you must maintain patient and student privacy. Among the policies most pertinent to this discussion are those concerning patient and student confidentiality, appropriate use of computers, e-mail and the Internet, photography and video and media relations.
- Any employee who communicates on the Internet about MUSC or MUSC-related matters should disclose his/her role at MUSC. Use good judgment and strive for accuracy in these communications as errors and omissions reflect poorly on MUSC and may result in liability for the employee or MUSC.
- Write in the first person. Where a connection to MUSC is apparent, the employee should make it clear that he/she is not speaking on behalf of MUSC. In social networking profiles, employees will want to include this disclaimer in the "About Me" section of a blog or social networking profile: "The views expressed on this [Twitter, Facebook, blog, website] are my own and do not reflect the views of my employer."
- Use a personal email address, and not the MUSC email address, as the primary means of identification. Just as an employee would not use MUSC stationery for a letter-to-the-editor expressing personal views, he/she should not use an MUSC e-mail address to express personal views on a social networking platform or external website.
- If an employee's personal blog, postings or other online activities are inconsistent with or would negatively impact MUSC's reputation or brand, he/she should not refer to MUSC or identify a connection to MUSC.

- Employees should be respectful and professional to fellow employees, business partners, competitors and patients. They should avoid using unprofessional online personas.
- Employees should contact the appropriate website manager if there are any questions about what is appropriate to include in a blog or social networking profile. Remember that if comments wouldn't be deemed appropriate by a manager or others at MUSC, it is unwise to post them to the Internet. Remember that all content contributed on all platforms becomes immediately searchable and can be immediately shared, i.e. it immediately leaves your control forever.
- Employees should ensure that blogging and social networking activity do not interfere with work commitments –these activities should be restricted to breaks, just as personal phone calls would be.
- Employees should be thoughtful about how they present themselves as MUSC staff members in online networks. By virtue of identifying oneself as part of MUSC in such a network, connections are established to colleagues, managers, patients and donors.
- If a group or individual offers to pay an employee to participate in an online forum as a representative of MUSC, this could constitute conflict of interest and the relevant policies and guidelines would apply.
- If someone from the media or press contacts an MUSC employee about posts made in online forums that relate to MUSC in any way, the employee must alert his/her manager and contact Public Relations before responding.
- MUSC's Marketing and PR departments should be notified by employees who use personal websites, blogs, Facebook pages, Twitter accounts, etc., that present them in their MUSC roles. These activities are encouraged if representations of MUSC are positive and the previous guidelines are followed. As previously noted, MUSC employees should not disparage MUSC or disclose confidential information obtained through their work with MUSC in these types of online communications.
- Some social networking activities and blogging may be approved activities, typically in the context of Marketing and PR, where staff may engage in Internet conversations for work-related purposes. Such engagement on behalf of MUSC must be approved and coordinated through the appropriate Departments.

Official MUSC Social Media Sites and Platforms

- Institutional representation on online social networking platforms must be initiated and authorized through the MUSC Marketing or Public Relations departments (or other governing departments as indicated). To be clear, there may be no official

MUSC sites or pages on YouTube, Facebook, Twitter, etc., unless approved and/or developed by the Marketing or Public Relations (or other official areas as indicated). All requests to establish official MUSC platforms must be submitted in writing. Any existing sites or pages will have to be reviewed and may be amended or taken down if they do not comply with official MUSC guidelines.

- MUSC official sites on social network platforms may have pages or content areas that are assigned to departments, divisions or programs at MUSC. Communication guidelines will apply to such pages, as well as to content maintained by the Marketing and Public Relations departments or other official areas.
- Content owners are responsible for posting and using content in accordance with MUSC values, the MUSC codes of conduct, HIPAA, and other existing communications, privacy and conflict-of-interest, and information security policies and procedures.
- Content owners are responsible for monitoring and maintaining content:
 - Content must be current and accurate
 - Content owners will not engage in any communications that would not be acceptable in the MUSC workplace that will respect copyrights and disclosures, and will not reveal proprietary financial, intellectual property, patient care or similar sensitive or private content.
 - Content owners are responsible for constantly monitoring postings to social media sites and deleting postings that do not adhere to our policies.
- MUSC ordinarily does not prohibit links to its web sites, provided that any such link does not improperly connote an endorsement by or affiliation with MUSC or otherwise adversely impact any MUSC entity.
- No link(s) may appear on any page or within any context containing content or materials that may be interpreted as libelous, obscene or criminal, or which infringes, otherwise violates, or advocates the infringement or other violation of, any third party rights.
- In the spirit of embracing the interactive nature of online social media, MUSC welcomes user-generated content posts and replies on its pages; however, objectionable content is subject to deletion at the discretion of MUSC. Users should ensure that comments:
 - Are not profane or offensive
 - Are in context to the site or discussion thread
 - Respect the privacy of MUSC's patients, their families and staff (do not use names or readily identifiable personal specifics)
 - Do not disclose MUSC's proprietary information or that of its partners

Example of Site-Specific Guidelines: Recommended guidelines for creating an approved MUSC Facebook page:

Guidelines for creating a MUSC-themed Facebook page

Currently [Facebook](#) is the preferred social networking site for MUSC-themed pages. Facebook is preferred for its popularity with the target audience, ease of use for members and administrators, wide range of tools available for delivering content and clean design that helps maintain the integrity of the MUSC brand. Below is a list of suggestions and requirements to assist you in creating a MUSC-themed Facebook page.

Suggestions

- Embed any YouTube videos made available on the official MUSC YouTube page.
- Upload images of MUSC and other images provided by MUSC (Flickr or photo platform **TBD**)
- Post photos and videos of your own fundraising events.
- Tell your story. Explain why you support MUSC.
- Add MUSC and MUSC Health as your Facebook friend (both pages being developed in FY10).
- Embed our custom MUSC widget (**TBD**).
- Below whatever text you put in your “About Me” section, place the following description of MUSC or MUSC Health and a link to its website (content/statement **TBD**):
- Use any or all of MUSC feeds (list **TBD**).

Requirements

- Do have designated resources for refreshing content and monitoring your page on a regular basis – a minimum of every two to three days is recommended for content updates, but daily monitoring may be necessary based on the nature of your content and comments.
- Do not use any images of patients unless there is written consent.
- Do not allow any inappropriate photos or copy to be placed on your page. Monitoring of comments on a regular basis is your responsibility.
- Do not post the MUSC or MUSC Health logo unless it is specifically approved or included within another approved piece (e.g. banner ads and widgets).

Guidelines for creating an official MUSC-themed blog

Below is a list of suggestions and requirements to assist you in creating a MUSC-themed blog that has been approved by either Business Development or Public Relations.

Review the MUSC Social Media Guidelines prior to developing your blog. The MUSC Social Media Guidelines apply to all official MUSC blogs. Your blog should adhere to the Guidelines.

Remember – Do not deliver health care treatment or services on any blog!

Platform: WordPress suggested for ease of use and widespread support availability.

Suggestions

- Be authentic
- Stay away from controversial subjects
- Utilize one of the MUSC branded templates that have been developed for your use
- Templates designed by outside vendors must be “brand” appropriate and approved by Marketing
- Post YouTube videos from the official MUSC YouTube page.
- Upload images of MUSC and other images provided by MUSC (Flickr)
- Link to other MUSC Social Media (twitter, Facebook pages, etc.)
- Promote your blog through a variety of channels

Requirements

- Do have designated resources for refreshing content and monitoring your blog on a regular basis – a minimum one blog post per week is required; 2 – 3 times per week is ideal
- MUSC Health logo should be included in the blog template or header
- Create a blog URL - \$15/annual domain name registration (eg www.muscwomenspeak.com)
- Utilize appropriate links to MUSC tools – Request an Appt, Find a Doctor, MUSC Health, dept, etc.
- Do not use any images of patients unless there is written consent that you can provide if requested by BDMS or PR. Unauthorized use opens you and MUSC to HIPAA violations and the resulting fines.
- Do not allow any inappropriate photos or copy to be placed on your page. Monitoring of comments on a regular basis is your responsibility.
- If you do allow comments and other posted content, control inappropriate postings to the extent possible (e.g. require registration or use CAPTCHA technologies), monitor posted content closely, and remove inappropriate posts promptly.
- Blogs should not solicit patients or potential patients to record any protected health information.
- Blog stats from WordPress should be accessible to Marketing for analysis

Guidelines for creating an unofficial blog

(A blog that promotes an individual as a MUSC employee or references their role and includes links to MUSC content)

Review the MUSC Social Media Guidelines prior to developing your blog. The MUSC Social Media Guidelines apply to all official and unofficial MUSC blogs. Your blog should adhere to the Guidelines.

Remember – Do not deliver health care treatment or services on any blog!

Below is a list of suggestions and requirements to assist you in creating a personal or business blog that promotes your role or department at MUSC.

Platform: WordPress suggested for ease of use and widespread availability of support. BDMS can provide a list of recommended vendors should you choose to contract with an outside vendor for development and support.

Suggestions

- Be authentic
- Stay away from controversial subjects
- Do have designated resources for refreshing content and monitoring your blog on a regular basis – a minimum one blog post per week is required; 2 – 3 times per week is ideal
- Remember the MUSC brand and uphold its standards
- Have your blog reviewed by PR and Marketing prior to launch

Requirements

- Identify yourself and your role at MUSC
- Utilize appropriate links to MUSC tools – Request an Appt, Find a Doctor, MUSCHealth, dept, etc. These are secure tools and will eliminate some privacy concerns
- Do not use any unauthorized photos, videos without permission – this includes content on or from the MUSC sites
- Do not use any images of patients unless there is written consent that you can provide if requested by BDMS or PR. Unauthorized use opens you and MUSC to HIPAA violations and the resulting fines.
- Do not allow any inappropriate photos or copy to be placed on your page. Monitoring of comments on a regular basis is your responsibility.
- If you do allow comments and other posted content, control inappropriate postings to the extent possible (e.g. require registration or use CAPTCHA technologies), monitor posted content closely, and remove inappropriate posts promptly.
- Blogs should not solicit patients or potential patients to record any protected health information
- Blog stats should be provided to Marketing for analysis