Purpose:

The purpose of these guidelines is to:

1. Outline the recommendations for participation in social media, including MUSC hosted social media and non-MUSC hosted social media in which an individual’s affiliation with MUSC is known, identified or presumed.
2. Minimize the business, legal and personal risks that may arise from an individual’s use of social media during working or non-working hours.
3. Protect the privacy and safety of our patients, employees and students.

General Information

These guidelines apply to all employees, students, physicians, volunteers, vendors, contract personnel and other associates of the MUSC enterprise. These guidelines apply to the use of social media during work and non-work hours when the person’s affiliation with MUSC is identified, known or presumed. These guidelines do not apply to content unrelated to MUSC.

Follow all applicable existing MUSC communications, privacy, conflict-of-interest, and information security policies. For example, you must not share confidential, sensitive or proprietary information about MUSC and you must maintain patient, employee and student privacy. Among the policies most pertinent to this discussion are those concerning patient, employee and student confidentiality, the appropriate use of computers, email, the Internet, photography and video and media relations.

Students may find additional information in the Student Handbook which may be accessed here: http://academicdepartments.musc.edu/esl/studentprograms/studenthandbook/Policies/
Your Responsibilities

1. Using blogs and other vehicles for sharing information falls into 3 categories and requires varying access controls:

<table>
<thead>
<tr>
<th>Public Information</th>
<th>Any information that is appropriate for the public online or in a publication, including cloud-based platforms</th>
<th>No access control needed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUSC Restricted information</td>
<td>Information that should not be available to the general public, but that is not subject to HIPAA or other privacy laws</td>
<td>The use of unapproved external/cloud services for transmission or storage is not recommended, because of the risk of disclosure of sensitive internal information.</td>
</tr>
<tr>
<td>MUSC Protected information</td>
<td>Personally identifiable information that is subject to HIPAA or other privacy laws</td>
<td>The use of unapproved external/cloud services for transmission or storage is strictly prohibited, because of the risk of data breaches.</td>
</tr>
</tbody>
</table>

Cloud computing is the use of computing resources through the internet allowing individuals to mobilize work effort. Through cloud computing, work performed at the office can be accessed at home or on the go via any internet-connected device. The freedom of cloud services is the ability to access information from any computer or device. Cloud-based solutions have become popular due to mobility features as well as allowing users to collaborate on projects and view results in real-time. A common example of a cloud service is Google Docs.

2. Any employee communicating on the Internet about MUSC or MUSC related matters should disclose his/her role at MUSC. Always use good judgment and strive for accuracy in these communications as errors and omissions reflect poorly on MUSC and may result in liability for MUSC.

3. Employees should ensure personal blogging and social networking activity (i.e. accessing Facebook, Twitter, Blogs, You Tube etc.) do not interfere with work commitments. These activities should be restricted to official breaks. Supervisors should ensure employees only access social media sites at appropriate times and locations.

4. 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, if comments wouldn’t be deemed appropriate by a manager or others at MUSC, it is unwise to post them to the Internet. A content contributed on these platforms becomes immediately searchable, shared and immediately leaves your control forever.

5. Employees should be respectful and professional to fellow employees, business partners, competitors and patients. In addition, avoid using unprofessional online personas.

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6. If a group or individual offers to pay an employee to participate in an online forum as a representative of MUSC, this could constitute a conflict of interest and relevant policies and guidelines would apply.

7. 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 (843-792-7669 or woolwinh@musc.edu) before responding.

8. 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). In addition, do not manipulate the logo to create a “new” logo.

Official MUSC Social Media Sites and Platforms

Institutional representation through 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, Tumblr, 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. The request form can be found here: http://mcintranet.musc.edu/socialmedia

After submission to socialmedia@musc.edu, the request will be reviewed by the Social Media Committee. Any existing sites or pages that are not registered will be reviewed and may be amended or taken down if they do not comply with official MUSC guidelines.

1. MUSC official sites on social network platforms may have pages or content areas assigned to departments, divisions or programs at MUSC. Communication guidelines apply to such pages, as well as to content maintained by the Marketing and Public Relations departments or other official areas.

2. Content owners are responsible for posting and using content in accordance with MUSC values, the MUSC code of conduct, HIPAA, and other existing communications, privacy and conflict-of-interest and information security policies and procedures.

3. 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 MUSC policies.

4. MUSC ordinarily does not prohibit links to its web sites, provided any such link does not improperly connote an endorsement by or affiliation with MUSC or otherwise adversely impact any MUSC entity. No link 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.

5. 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

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6. Some social networking and blogging may be approved activities, typically in the context of Marketing and PR, where staff engages in Internet conversations for work-related purposes. Such engagement on behalf of MUSC must be approved and coordinated through MUSC’s Marketing and PR departments.

Personal Social Media

1. Use a personal email address and not your 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. In addition, do not use an MUSC email address to express personal views on a social networking platform or external website.

2. 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 should 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.”

3. 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.

4. 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 in these types of online communications.

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Example of Site-Specific Guidelines:

Recommended guidelines for creating an approved MUSC Facebook page:

First fill out the request form for your Facebook page:

http://mcintranet.musc.edu/socialmedia/

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 YouTube videos which are available on the official MUSC Health or PR YouTube pages.
• Upload images of MUSC and other images provided by MUSC.
• Post photos and videos of your own fundraising events.
• Tell your story.
• Explain why you support MUSC.
• Add MUSC as your Facebook friend.
• Use any or all of MUSC feeds.

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. Blank consent forms are located at the following link: http://mcintranet.musc.edu/communications/standards/photos.htm
• Do not allow any inappropriate photos 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).

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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 Marketing 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 and your blog should adhere to the guidelines.
- Remember – Do not deliver health care treatment or services on any blog!
- Platform: WordPress is suggested for ease of use and widespread support availability. Since this is Cloud based, you may not share any protected information on the blog! It is recommended that you not share restricted information via this tool either.

Suggestions

- Be authentic
- Stay away from controversial subjects (i.e. abortion debate, animal testing, etc.)
- Utilize a template that follows MUSC brand standards
- Templates designed by outside vendors must be “brand” appropriate and approved by Marketing
- Post YouTube videos from the official MUSC Health and PR YouTube pages
- Upload images of MUSC and other images provide by MUSC
- 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.
- An appropriate MUSC logo should be included in the blog template or header – use ONLY approved logos.
- Utilize appropriate links to MUSC tools – Request an Appointment, Find a Doctor, MUSC Health, departmental web sites, etc.
- Do not use any images of patients unless there is written consent that you can provide if requested by Marketing or PR. Unauthorized use can lead to HIPAA violations, the resulting fines and disciplinary actions. Blank consent forms are located: http://mcintranet.musc.edu/communications/standards/photos.htm
- Do not allow any inappropriate photos or copy to be placed on your page. Monitoring of comments 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 provide any protected health information.

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Guidelines for creating an unofficial blog

(A blog that promotes an individual as a MUSC employee or references their role and includes link 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 references in any way your role or department at MUSC.
- Platform: Word Press is suggested for ease of use and widespread availability of support. Since this is Cloud based, you may not share any protected information on the blog! It is recommended that you not share restricted information via this tool either. Marketing can provide a list of recommended vendors should you choose to contract with an outsider vendor for development and support.

Suggestions

- Be authentic.
- Stay away from controversial subjects (i.e. abortion debate, animal testing, etc.).
- Do have designated resources for refreshing content and monitoring your blog on a regular basis – a minimum of one blog post per week is highly recommended.
- 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 Appointment, Find a Doctor, etc. These are secure tools and will eliminate most privacy concerns.
- Do not use any unauthorized photos or 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 Marketing or PR. Unauthorized use can lead to HIPAA violations and the resulting fines and disciplinary actions. Blank consent forms are located: http://mcintranet.musc.edu/communications/standards/photos.htm
- Do not allow any inappropriate photos or copy to be placed on your page. Monitoring of comments 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 provide any protected health information.

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