


<b>Name of Policy:</b> GME: Social Media <b>Policy Number:</b> 3364-86-051-00 <b>Approving Officer:</b> Dean, College of Medicine and Life Sciences <b>Responsible Agent:</b> Director, Graduate Medical Education <b>Scope:</b> UT College of Medicine Residents	 <b>Revised date:</b> 12/06/16 <b>Original effective date:</b> 12/02/14
<input type="checkbox"/> New policy proposal	<input type="checkbox"/> Minor/technical revision of existing policy
<input type="checkbox"/> Major revision of existing policy	<input checked="" type="checkbox"/> Reaffirmation of existing policy

### Policy

To provide residents and fellows with guidelines for the appropriate use of social media and to emphasize the responsibilities that residents and fellows have in maintaining appropriate ethical and professional behaviors.

### Purpose

Social media is a powerful tool that can lead to collaboration and improved patient care. However, it also has the potential to divulge protected patient information, place residents/fellows in inappropriate patient-physician relationships, and lower society's trust and opinion of the Program, Institution, and profession of medicine. The purpose of this policy is to mitigate this risk.

To establish guidelines for residents and fellows on the use of social media. The term social media should be broadly understood as all means of electronic media used to transmit ideas, concepts, images, and opinions. It includes, but is not limited to, Facebook, MySpace, LinkedIn, YouTube, Twitter, Snapchat, Instagram, Tumblr, blogs, personal websites, wiki's, podcasts, list serves, message boards, and online forums.

### Procedure

#### A. Guidelines

1. All material published on the web should be considered public and permanent. Nothing should be posted that would not be appropriate in a public forum, and all content should be respectful and professional. Removing descriptive information or patient's name does not necessarily render that information de-identified.
2. Residents should expect no privacy when using institutional or hospital computers.
  - a. Internet use must not interfere with the timely completion of educational and clinical duties.
  - b. Personal blogging or posting of updates should not be done during work hours or with institutional computers.
3. The individual is responsible for the content of his/her own blogs/posts, including any legal liability incurred (i.e. libel/slander).

- a. Do not discuss any sensitive, proprietary, confidential, private health information or financial information about the institution (including but not limited to University of Toledo and the affiliated health systems).
  - b. Do not post anything that would do harm to patients, or any patients treated by University of Toledo Medical Center or affiliated hospital faculty, staff or learners at any of the affiliated hospital partners.
  - c. If you might be perceived as an agent of the University of Toledo or an affiliated institution, make it clear in your postings that you are not representing the position of the University or affiliate. If you use any UT or affiliate trademark or logo, add a disclaimer that the posting may not necessarily reflect the views and positions of that institution.
4. The tone and content of all electronic conversations must remain honest, respectful and professional. Language that is illegal, threatening, infringing of intellectual property rights, invasive of privacy, profane, libelous, harassing, abusive, hateful or otherwise injurious to any person or entity is prohibited.
  5. Relationships such as doctor-patient, and supervisor-subordinate merit close scrutiny in the Social Media world. Use good ethical judgment when posting and follow all University policies and all applicable laws/regulations such as, but not limited to, the Health Insurance Portability and Accountability Act (HIPAA) and the Family Educational Rights and Privacy Act (FERPA).
  6. Physicians should follow the guidelines promulgated by the American Medical Association (<http://www.ama-assn.org/ama/pub/meeting/professionalism-social-media.shtml>), which specifically states, "If they interact with patients on the internet, physicians must maintain appropriate boundaries of the patient-physician relationship in accordance with professional ethical guidelines just as they would in any other context."

**B. Consequences for Inappropriate Social Media Use**

In the event of a violation of this Policy as it relates to policies regarding standards of conduct or professional behavior, the University will take whatever corrective action is necessary to protect the integrity of the institution itself and its research and clinical projects and enterprises. Violations of this policy will jeopardize the resident's/fellow's standing in his/her program and may result in Warning, Probation, or Dismissal from the program.

<p>Approved by:</p> <p><u>/s/ Lori Schuh, M.D.</u> Chair, Graduate Medical Education Committee</p> <p><u>/s/ Christopher Cooper, M.D.</u> Dean, College of Medicine and Life Sciences</p> <p>Review/Revision Completed by: <i>Office of Legal Affairs</i> <i>Graduate Medical Education Committee</i></p>	<p>Policies Superseded by This Policy:</p> <ul style="list-style-type: none"> <li>• None</li> </ul> <p>Initial effective date: 12/02/2014</p> <p>Review/Revision Date: Revised 12/6/16, Reviewed 12/4/18</p> <p>Next review date: 12/2020</p>
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References: University of Texas Southwestern Medical Center and Wright State University

**Note: The printed copy of this policy may not be the most current version; therefore, please refer to the policy website (<http://policies.utoledo.edu>) for the most current copy.**