

Name of Policy: Social Media Policy Number: 3364-100-90-19 Department: Hospital Administration Approving Officer: Chief Executive Officer Responsible Agent: Chief Medical Officer Scope: The University of Toledo Medical Center	 Effective Date: 05/01/2021 Original Effective Date: 9/1/2015
<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

(A) Policy Statement

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

(B) Purpose of Policy

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 hospital staff in inappropriate patient-physician relationships, and lower society’s trust and opinion of the Institution and profession of medicine. The purpose of this policy is to mitigate this risk and to establish guidelines for hospital staff on the use of social media.

The term social media should be broadly understood as means of all electronic media used to transmit ideas, concepts, images, and opinions. It includes, but is not limited to, Facebook, LinkedIn, YouTube, Twitter, Instagram, Tumblr, blogs, personal websites, wiki’s, podcasts, list serves, message boards, and online forums.

(C) Scope

This policy applies to all University of Toledo Medical Center hospital and clinic staff.

(D) Procedure

1) Guidelines

- a. All text, pictures, video or other 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.
- b. Hospital staff should expect no privacy when using institutional or hospital computers.
- c. Internet use must not interfere with the timely completion of work duties, and must comply with the University’s Technology Asset Management Policy, No. 3364-65-05.

