University of Iowa Health Care Social Media Guidelines

Overview

Social media in this document refers to:
- Networking websites/applications
- Photo and video sharing websites/applications
- Online communities, forums, and message boards
- Blogs
- Other forms of electronic communication that is open to public view and comment

UI Health Care is represented on a variety of social media networks, including Facebook, Twitter, Instagram, and YouTube. These accounts are official core brand accounts and are maintained by members of the Marketing and Communications Department (MarCom). Some departments within UI Health Care also maintain their own social media accounts.

Procedure

Acceptable messages

Faculty, staff, and students are permitted and encouraged to participate in and comment on official UI Health Care social media platforms. However, faculty, staff, and students shall not comment, or respond to comments, on any UI Health Care platforms in a way that could be seen as offering medical advice or disclosing potentially identifiable patient information. UI Health Care social media platforms shall not be used as a place to give or seek medical advice. Faculty, staff, and students interacting on social media sites should understand and follow the following polices:

- UI Social Media Policy
- Internet Use
- Social Media Use on the Internet
- Patient Privacy and Information Confidentiality
- Code of Ethics
- Professional Behavior
- Conflict of Commitment and Interest
- Work Rules
- Information Security
- Personal Use of Electronic Resources
- Intellectual Property/Copyright policies
- Use of UI name
- Use of UI logo
- Sexual Harassment
- Bullying

Professional Social Media Accounts for Individuals

Faculty, staff, and students who maintain professional social media accounts and share information about their activities at UI Health Care should clearly identify their position and/or relationship with UI Health Care in the bio or about sections of the social media account. It is also recommended to include the link to physician and/or faculty profile pages in these sections.
Similarly, faculty, staff, and students who wish to comment on services provided by UI Health Care on social media should disclose their role within the organization to provide transparency. Per University policy, if you are not representing the university but are using social media for personal reasons and identify yourself as a UI employee, you should use a disclaimer such as “The personal opinions expressed do not necessarily represent the views and opinions of the University of Iowa” or “My opinions are mine, not the opinions of the University of Iowa.” Complete expectations can be found in the UI Social Media Policy and the UI's Political Activity Guidelines.

**Social Media Accounts Representing Departments, Divisions, or Groups**

All social media accounts intended to represent UI Health Care departments, divisions, or groups of individuals must be reviewed and approved by MarCom before they are created. Approval from the department leadership will also be required. The requestor is required to submit the Social Media Account Request Form and a content plan for the first 60 days the social media account would be active.

If a request for a new official social media account is approved, MarCom will record two administrators, as named by their department's leadership, for each account. MarCom will have administrative rights to all social media accounts and pages that represent UI Health Care and its entities. MarCom will provide guidance on best practices and helpful resources. All sites or pages not authorized in writing by MarCom will be subject to review and may be amended or removed.

**Use of Patient Care Information on Social Media**

Any references made to patient care in which an individual could potentially be identified requires proper authorization from the patient or their representative. This requirement applies to both professional social media accounts representing a single person and social media accounts representing UI Health Care departments or groups. When in doubt, contact the UI Health Care Compliance Helpline at 319-384-8190.

Below is additional guidance for posting on social media:

- Any images, recordings, or other media involving patient care need a signed UI Health Care authorization form (available here), even if the patient is not clearly visible in the photograph.
- If and when the authorization to use images or recordings expires, it is the responsibility of the individual who obtained the authorization form or the department to delete or otherwise remove access to those images or recordings so they are not used in the future.
- Stray patient information such as MRN, names, or other identifying information must not be in the background of photos or otherwise inadvertently disclosed.
- The specific age of the patient should not be included (age range is acceptable).
- References about the when the patient care was provided should not be included.
- Discretion should be used about the timing of a social media post about a procedure that was performed, and all possible patient outcomes should be considered.
- Do not refer to patient treatments or cases as trophies to display. The patient expects and deserves respect at all times, even if they have given their consent to share the image.
All images and patient information contained in the medical record are the property of University of Iowa Health Care. Use of patient images, recordings, and/or patient health information from the medical record on any social media accounts (as defined above) or another usage outside of these guidelines is prohibited without approval from the Data Governance Committee.

**Where to File UI Health Care Authorization Forms**

Signed UI Health Care authorization forms should be scanned into the patient’s electronic medical record through EPIC before any social media posts are published.

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For more information, contact MarCom at 319-356-1009