

SOCIAL MEDIA POLICY

Penn State Hershey Graduate Medical Education

This policy applies to all residents and fellows at Penn State Hershey Medical Center and does not supersede all other applicable Penn State Hershey policies. All employees are responsible for their participation in social media. Among the policies related to social media are those concerning patient confidentiality, email and internet use, photography and video, and media relations. Violation of these policies will be subject to disciplinary action as specified in the policy or after review of a particular incident. The following Penn State Hershey policies apply:

C03 Confidentiality – E-Mail Communications
HR30 Use and Disclosure of Confidential Information
HR38 Personal Behavior and Communication Standards

Specific examples of violations that could result in disciplinary action include, but are not limited to:

- The sharing of confidential or proprietary information about Penn State Hershey
- Violating or not maintaining patient privacy
- The posting of patient-related health information on personal or public social media sites
- Use of social media for private patient communications
- The posting of photographs or videos on social media sites depicting patients or Penn State Hershey (or its employees) in a derogatory light

General guidelines to follow include:

- Be respectful and professional to fellow employees, business partners, competitors and patients.
- Avoid using unprofessional online personas.
- Do not make derogatory statements about patients, students, co-workers or supervisors.
- Do not respond with comments that may be misinterpreted.
- Get a second opinion on your reply if you feel unsure of how it may be interpreted before you post it.
- If you wouldn't want your manager or others at Penn State Hershey to see your comments, it is unwise to post them to the Internet.

Contact the Marketing and Communications Department, or the Graduate Medical Education Office, if you have any questions about what is appropriate to include in your blog, on your Facebook page, in your email, in your Twitter account, or on other social networking profiles.