Wake Forest Baptist Medical Center
Social Media Policy

Effective: June 2012

POLICY

Wake Forest Baptist Medical Center supports the proper use of social media but also recognizes that it is critical to manage use of social media in the workplace and to protect the reputation of the Medical Center, as well as the reputation and privacy of staff, faculty and patients. This policy establishes standards to ensure that use of social media by all Medical Center staff and faculty is appropriate and consistent, and that personal use of social media does not interfere with work responsibilities.

SCOPE

Applies to Staff, Faculty

DEFINITIONS

Social Media - Social media include but are not limited to blogs, online discussion boards, online communities, social networks, microblogs, photo and video sharing sites. Examples include Facebook, MySpace, LinkedIn, Yammer, Twitter, Flickr, YouTube and online comments sections.

Official Representation - Official representation is defined as having authorization to communicate on behalf of the Medical Center or a department within the organization. Examples of official representation include:

- The Medical Center's Twitter account
- A department's approved Facebook account

Unofficial Representation - Unofficial representation is defined in two ways:

- Any use of social media in which a staff/faculty member identifies his/her affiliation with the Medical Center
- Any use of social media in which the subject matter being discussed is directly related to the staff/faculty member's job at the Medical Center

Examples of unofficial representation include:

- A Facebook page that identifies Wake Forest Baptist as the staff/faculty member's employer
- A personal blog focused on a subject matter directly related to a staff/faculty member's job, such as a specific area of medical research
- Participation in online discussions about the Medical Center or subjects related to a staff/faculty member's job

Personal Use - Any participation in social media that is strictly personal in nature and in no way relates to Wake Forest Baptist or the staff/faculty member's job

CM&M - The department of Communications, Marketing and Media

GUIDELINES

GENERAL GUIDELINES

The following guidelines apply to staff and faculty members, whether they are communicating as official or unofficial representatives of the Medical Center, or are using social media for personal pursuits, as defined above. Nothing in this Policy is intended to interfere with the rights of staff and faculty members under the National Labor Relations Act or other applicable laws.

Protecting Confidentiality

- Online communications are held to the same laws and policies as offline communications.
- Staff/faculty members may not post protected health information or violate the privacy of patients in any way, including disclosing a patient's identity.
- Staff/faculty members may not post pictures or videos that include patients, family members of patients, or human or non-human research participants.
- Confidential information about the Medical Center or its affiliates, such as intellectual property, financial information and strategic business plans may not be posted online.
- See the Information Security Policy for more information.

Respecting Copyright Laws

- Staff/faculty members must abide by copyright laws by ensuring that they have permission to use or reproduce any copyrighted text, photos, graphics, video or other material owned by others.
- Use of the Medical Center logo or other trademark materials to imply official communication without permission from the office of CM&M is prohibited.

Posting With Caution

- Staff/faculty members must remember that online activities − even those that seem private − can become public if content is copied, forwarded or printed. Text, images and video can remain on the Internet even after efforts have been made to remove them. Therefore, staff/faculty members should use good judgment in posting content that can be linked to the Medical Center.

Transparency

- Staff/faculty members must identify themselves and their employer when communicating on behalf of Wake Forest Baptist regarding a subject matter that relates to their area of expertise or professional role with the organization.
- Wake Forest Baptist does not endorse paying for comments or "planting" statements anonymously or under false names that make the statement appear to be from an objective

outsider. For example, if a staff/faculty member who has been paid to speak on behalf of Wake Forest Baptist posts a comment regarding Wake Forest Baptist, the individual must disclose his/her identity and relationship to the organization.

Disclosing Paid Relationships

- Any paid online relationships must be fully disclosed. Any third party that has been paid or otherwise compensated for their posts or other promotional activities must be clearly disclosed.

Reporting Negative Posts

- Nothing in this policy is intended to or will be applied in a manner that limits staff/faculty members' rights to engage in protected concerted activity as prescribed by the National Labor Relations Act. In an effort to protect the good reputation of the Medical Center, staff/faculty members who encounter negative posts related to the Medical Center are encouraged but not required to forward the posts to socialmedia@wakehealth.edu. If an approved representative questions whether or not a response is appropriate, that representative should contact CM&M.

Medical Advice

- Online communication on behalf of the Medical Center should be for general informational or educational purposes only. Content should not be written in a way that could be interpreted as professional medical advice.

- Staff/faculty members should not address individual medical conditions through social media.

Policy Violations

- Failure to comply with the provisions of this policy will result in corrective action up to and including termination. Assigned workers and third parties who violate this policy are subject to being denied access to Medical Center facilities/ technology systems and permission to perform services for the Medical Center.

OFFICIAL REPRESENTATION

The following applies to staff/faculty members who communicate as official representatives of the Medical Center, as defined above.

Authorization to Represent Wake Forest Baptist Health

- Only staff/faculty members designated by CM&M are permitted to speak on behalf of Wake Forest Baptist in social media.

- Any site or page that could be deemed official representation of the Medical Center or its affiliates must be approved by CM&M.

- Any site or page existing without prior authorization is subject to review and may be amended or removed.

- A staff/faculty member who is contacted by the news media about an Internet posting created by the Medical Center that concerns a Medical Center crisis situation, patient or vendor, should refer

the individual to CM&M. The designated spokesperson will respond to the news media in a timely and professional manner.

Registration of Account Information

- Staff/faculty members who have been approved to officially speak on behalf of Wake Forest Baptist must register the account by completing the Social Media Request Form.
- Account registration is not required for unofficial representation or personal use.

Maintaining a Professional Presence

- When communicating on behalf of the Medical Center, staff/faculty members must not post material that is obscene, defamatory, profane, proprietary, libelous or harassing.
- Those who are unsure about whether material could be interpreted as inappropriate should contact CM&M before posting.

Monitoring of Accounts

- The Digital Communications Committee is responsible for monitoring all official representation in social media. The committee may amend and/or remove any posts that are inaccurate, inappropriate or unrelated to the work of the Medical Center.
- The committee may delete an account that has become inactive, has been hacked or used for spam, or has violated the guidelines of this policy.

Protecting Wake Forest Baptist's Reputation

- When communicating on behalf of the Medical Center, staff/faculty members should demonstrate respect for the Medical Center and protect its reputation.

Ensuring Proper Use of the Brand

- The correct corporate identity standards must be used in all online communications. This includes the proper use of the name and logo, as defined by CM&M brand identity standards.

PERSONAL USE AND UNOFFICIAL REPRESENTATION

Separation of professional and personal online presences

- Staff/faculty members must make a clear distinction between their personal and professional online presences. When personal conduct and opinions are linked to employment with Wake Forest Baptist, staff/faculty members act as unofficial representatives of the organization.
- Wake Forest Baptist email (@wfubmc.edu or @wakehealth.edu) should not be used on personal profiles or blogs. For non-business related participation on social media sites, staff/faculty must use a personal email address and must not attribute to or imply that personal opinions or statements are endorsed or supported by the Medical Center.

- Staff/faculty members who in any way indicate that they are affiliated with the Medical Center must include a disclaimer, such as the one below, to be clear that they are not officially representing the organization:

  The views and opinions expressed here are my personal views and opinions and do not represent those of Wake Forest Baptist Medical Center.

- Staff/faculty must not use social media to maliciously defame co-workers, its competitors or vendors. Staff/faculty should comply with any applicable state and federal, trademark, trade secret, copyright and other intellectual property laws.

- Staff/faculty must not use social media to harass, bully or intimidate other staff/faculty members or otherwise engage in conduct that is prohibited by Medical Center policies, including, but not limited to, the improper or illegal use of alcohol and drugs, sexual behavior, and sexual harassment in violation of Title VII and other state or federal workplace laws and regulations.

- Staff/faculty must not use social media to discriminate or harass any individual based on race, color, gender, religion, national origin, disability, age, veteran status, genetic information or any other characteristic protected by state or federal law.

- Staff/faculty must not use social media to maliciously defame the Medical Center or any management official or make grossly disloyal, reckless or maliciously false statements about the Medical Center.

Executive Leadership

- Executive leaders should consider whether their personal views could be interpreted as representing the organization, even with a disclaimer present. Executives have a special responsibility when it comes to online communications and should think before posting and act according to how they would like to be perceived in a professional capacity.

Use of Social Media at Work

While the Medical Center respects the right of its staff/faculty members to participate in social media, the use of social media at work can interfere with job-related responsibilities. Staff/faculty members are expected to perform work-related functions while on working time and to comply with the following guidelines.

- Medical Center staff/faculty members may not access any social media for personal use while on working time, whether on Medical Center computers or personal electronic devices.

- Social media may not be accessed for personal use at any time, including unpaid meal breaks, in any patient care areas (including non-treatment areas such as nurses' stations, patient/family waiting rooms and hallways).

- These guidelines are not intended to restrict use of social media related to academic pursuits or other work-related functions. The use of social media during working time is permitted if it is directly related to the performance of a staff/faculty member's job and is not a personal pursuit.

- Working time for purposes of this section is defined as that time the staff/faculty member is to be engaged to perform services related to their job.

Manager Responsibilities

- Managers are expected to manage the use of social media in their work area.
- Managers are strongly discouraged from monitoring the personal social media accounts of staff/faculty members or employment candidates, unless the account has a direct tie to the individual's professional role (for example, a research-related blog or a professional network such as LinkedIn).

BEST PRACTICES

The Social Media Best Practices are guidelines designed to further assist staff and faculty in keeping their online communications consistent with the Medical Center's values and standards of excellence. This policy and the best practices are to protect staff/faculty members from any repercussions that may result from their online communications, as well as the reputation of the organization.

QUESTIONS

- Questions regarding branding or representation of the Medical Center in social media should be directed to socialmedia@wakehealth.edu or 336-716-5437.
- Questions related to the misuse of social media on work time should be directed to Human Resources.

RELATED LINKS

Code of Conduct
Confidentiality of Information Policy
Harassment Policy

Responsible Department:
Human Resources

Review Cycle:
3 years

Approved By:

Cheryl E. H. Locke, Vice President and Chief Human Resources Officer