

UNIVERSITY OF MARYLAND MEDICAL CENTER POLICY AND PROCEDURE MANUAL	PAGE: 1 OF 3	PROCEDURE NO: 504
	EFFECTIVE DATE: 9/1/2010	REVIEWED/REVISED: 11/10
SUBJECT: SOCIAL NETWORKING/SOCIAL MEDIA	FUNCTION: HUMAN RESOURCES	
APPROVALS: Final – SVP, Human Resources, _____		

1. **Purpose**

The University of Maryland Medical Center (UMMC) establishes this policy to provide guidelines regarding confidentiality and appropriate behavior related to employee participation in social networking and/or social media for both Medical Center business and personal use. This policy is designed to protect UMMC and its employees, rather than to restrict the flow of useful and appropriate information.

For the purposes of this policy, social networking and/or social media sites include, but are not limited to: Facebook, MySpace, Linked In, Twitter and personal blogs. This policy applies regardless of whether access occurs through UMMC or personal networks.

2. **Scope**

This policy applies to all University of Maryland Medical Center employees and other University of Maryland Medical Center staff, including Temporary, Contractual, Students, UMB, UPI, and STAPA. Sometimes collectively referred to herein as “users.”

All policies and procedures of the Medical Center apply to any postings to social networking and/or social media sites by Medical Center staff members. Physicians, including Residents, are encouraged to consult the American Medical Association policy regarding Professionalism in the Use of Social Media.

3. **Responsibility**

Each department will enforce this policy.

4. **Procedure**

4.1 Using Social Media, Generally

When engaging in social networking activities on the Internet, employees must comply with all applicable Medical Center policies and procedures, including, but not limited to, the Terms and Condition of Participation, Code of Ethics, Behavioral Standards (HRM 505), Workplace Language (HRM 516) as well as all policies and procedures concerning confidentiality, release of patient information,

UNIVERSITY OF MARYLAND MEDICAL CENTER POLICY AND PROCEDURE MANUAL	PAGE: 2 OF 3	PROCEDURE NO: 504
	EFFECTIVE DATE: 9/1/2010	REVIEWED/REVISED: 11/10
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computer, email and Internet usage, compliance, and use of photographs and video.

4.2 UMMC Business Communications

The Office of Communication and Public Affairs approves and coordinates UMMC communications or social networking representing UMMC for work-related purposes or participation in projects that utilize the Internet on behalf of the Medical Center, including, but not limited to, the establishment of official external sites representing the Medical Center.

UMMC participates in a number of approved social networking sites. The full list can be found at:

<http://www.umm.edu/socialmedia/>

4.3 Personal Communications Referencing UMMC

Users who publish communications referencing the Medical Center or Medical Center related matters on the Internet or social networking sites must:

- Use their personal email address rather than their Medical Center address.
- Make it clear that they are expressing their own personal views, and that they do not speak for the Medical Center (including a written disclaimer where appropriate).

Users who publish communications about the Medical Center or Medical Center related matters on the Internet or social networking sites may not:

- Make statements on behalf of the Medical Center unless expressly authorized to do so.
- Represent or give the appearance of representing the Medical Center (including any group associated with the Medical Center, for example, individual departments).

4.4 Protected Health Information/Member & Patient Confidentiality

Medical Center employees should never publicly make comments regarding care of a specific patient, including online.

UNIVERSITY OF MARYLAND MEDICAL CENTER POLICY AND PROCEDURE MANUAL	PAGE: 3 OF 3	PROCEDURE NO: 504
	EFFECTIVE DATE: 9/1/2010	REVIEWED/REVISED: 11/10
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Disclosing confidential patient information in an inappropriate manner is a federal offense under HIPAA. The penalties include significant fines and/or criminal penalties. UMMC applies with all applicable federal and State privacy statutes and violations of any UMMC privacy policy will result in corrective action up to and including termination of employment.

In addition to protecting the privacy of patient information, Medical Center users are not to share confidential or proprietary information about the Medical Center or its employees.

4.5 Be Appropriate

All users are personally responsible for the content they publish on the Internet and social networking sites. Information disseminated through the Internet and social networking and/or social media sites is subject to all UMMC policies, including, but not limited to the Behavioral Standards policy. Examples of inappropriate statements include, but are not limited to, explicit sexual references, disparagement of race or religion, obscenity or profanity, and references to illegal drugs.

If you have questions about what is appropriate to include in your blog or social networking profile, contact your manager, HR Generalist or the UMMC Office of Communications and Public Affairs. Users should remember if they would not want their supervisor, Medical Center leadership or other staff members to read their postings, it is advisable not to post them to the Internet.

4.6 Violations

Employees who violate the Social Networking/Social Media policy or who violate any other UMMC policy through the use of the social networking and/or social media sites may be subject to corrective action in accordance with policy HRM 500, "Corrective Action".