



# Best Practices for Using Social Media Professionally

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on Social Media

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**2** Setting Up Your Account

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**3** Professional Standards  
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# Outline



# Benefits of Participating on Social Media





# Benefits of Participating on Social Media



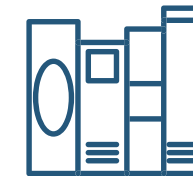
## Grow your professional profile & network

Access to extended reach & ability to build relationships



## Help amplify exemplary work & accolades

Share the successes of your trainees, colleagues, and the consortium



## Share research & expertise

Reach peers, policymakers, and journalists



## Stay up to date on your discipline

Learn about continuing education opportunities, read research papers, and more



# Benefits for MISHC and Your Institution



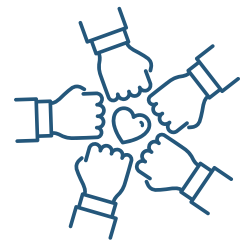
**A chance to highlight the fantastic work our participants do**

Mention them and engage them as part of the conversation



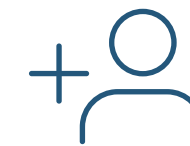
**Correlation between % of doctors on Twitter with hospital ranking**

Posts by and interaction with real people on Twitter lead to brand trust



**Team up with our sites & teams to deliver our message in an authentic way**

Social media users have greater trust in people than in brands



**Personal pages gain followers more quickly than brand and institution accounts**

Posts from people are viewed as more authentic



# Setting Up Your Account





## Choosing a Username and Identity



Do not use your university/institution brand or any derivatives within a personal identity, username, or profile photo.

## Make it Clear That Your Views Are Your Own



You can indicate that the opinions, thoughts, and viewpoints expressed are your own and in no way a direct reflection of the official position of your institution.



# Sample Disclaimer Language

It is important to understand that these acronyms or disclaimers currently have no legal standing or precedent.

"The views and opinions expressed here are not necessarily those of \_\_\_\_\_, and they may not be used for advertising or product endorsement purposes."

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"Opinions are my own (OAMO)."

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"Retweets do not equal endorsement."

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"Views are my own."





**When identifying yourself as a workforce member on social media, do so carefully and thoughtfully.**

You are connecting yourself to a specific institution or community and can reflect upon your:

- colleagues
- managers
- patients
- donors



# Profile Best Practices



## DO

Friendly, clear headshot

- Clear name
- Handle is personal yet connected to the person

- Title bonus: Connected profiles and hashtags aligned to professional network
- Clear distinction about personal views
- Location
- Relevant website

# Profile Best Practices



## DON'T

Images are not of a person

Handle isn't clear or meaningful

- Description isn't clear. Is this a medical professional or a fan?  
- Personal politics are clearly stated.



# Professional Standards for Posting







# Follow your institution's code of conduct.

Includes policies for issues like:

- patient privacy
- information security
- photography and video
- conflicts of interest
- behavior guidelines,
- computer/email usage
- political activity



**EVERY** photo taken  
of a patient  
**REQUIRES** a signed  
patient release form.  
This applies even if  
the patient is not  
clearly visible in the  
photograph.

Release forms are available from your  
institution's department of communications.





# Photos that should not be posted on social media



No photos should be taken in an operating room and posted to social media.



No photos should be taken in patient rooms and/or patient care areas and posted to social media.



No blood or wounds should be visible in photos posted to social media.





**Ensure that proper personal protective equipment (PPE) is being used in photos.**

**Scan images carefully and ensure that patient info like MRN or names are not in the background of photos.**

**Avoid screenshots or zooms that inadvertently disclose protected health information.**

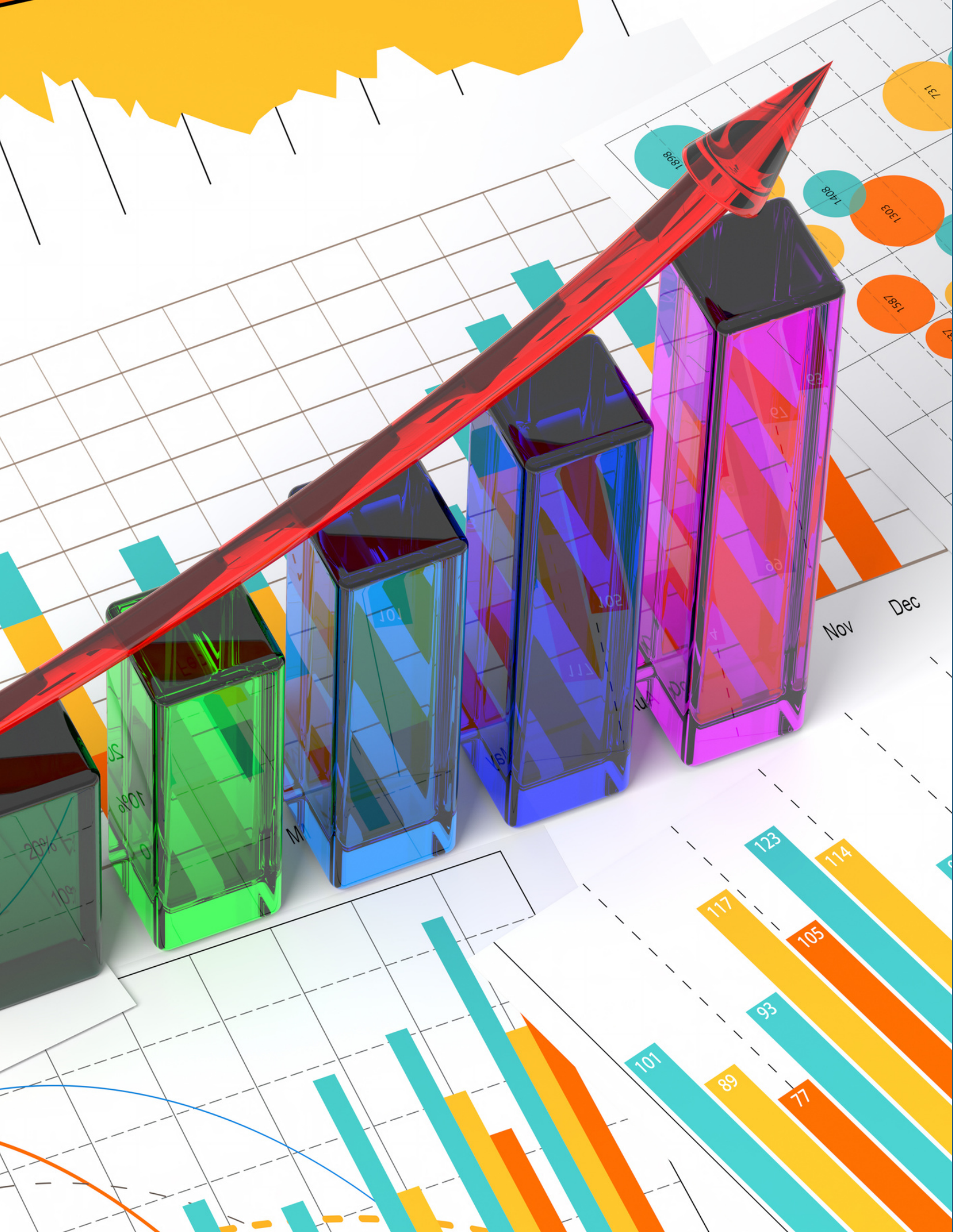


# Do not post other information that could be helpful in identifying the patient:

- The age of the patient should not be included.
- Reference to the timing of the case should not be included.
- **Without patient consent, no cases/patients should be posted within a month of completion.**







**Remember, MISHC data is to be used for quality improvement efforts only and not for advertising your site.**





# Remember, the content you post is permanent:

- Content is searchable and can be duplicated with a screenshot.
- Once information is posted online and indexed by a search engine, it can be accessed forever by anyone with access to the Internet.
- Information may be stored in databases and be retrievable long after it has been deleted from the poster's account.
- Privacy settings and posting anonymously under a different identity is not a fix.
- **Anything posted online may be admissible in court.**



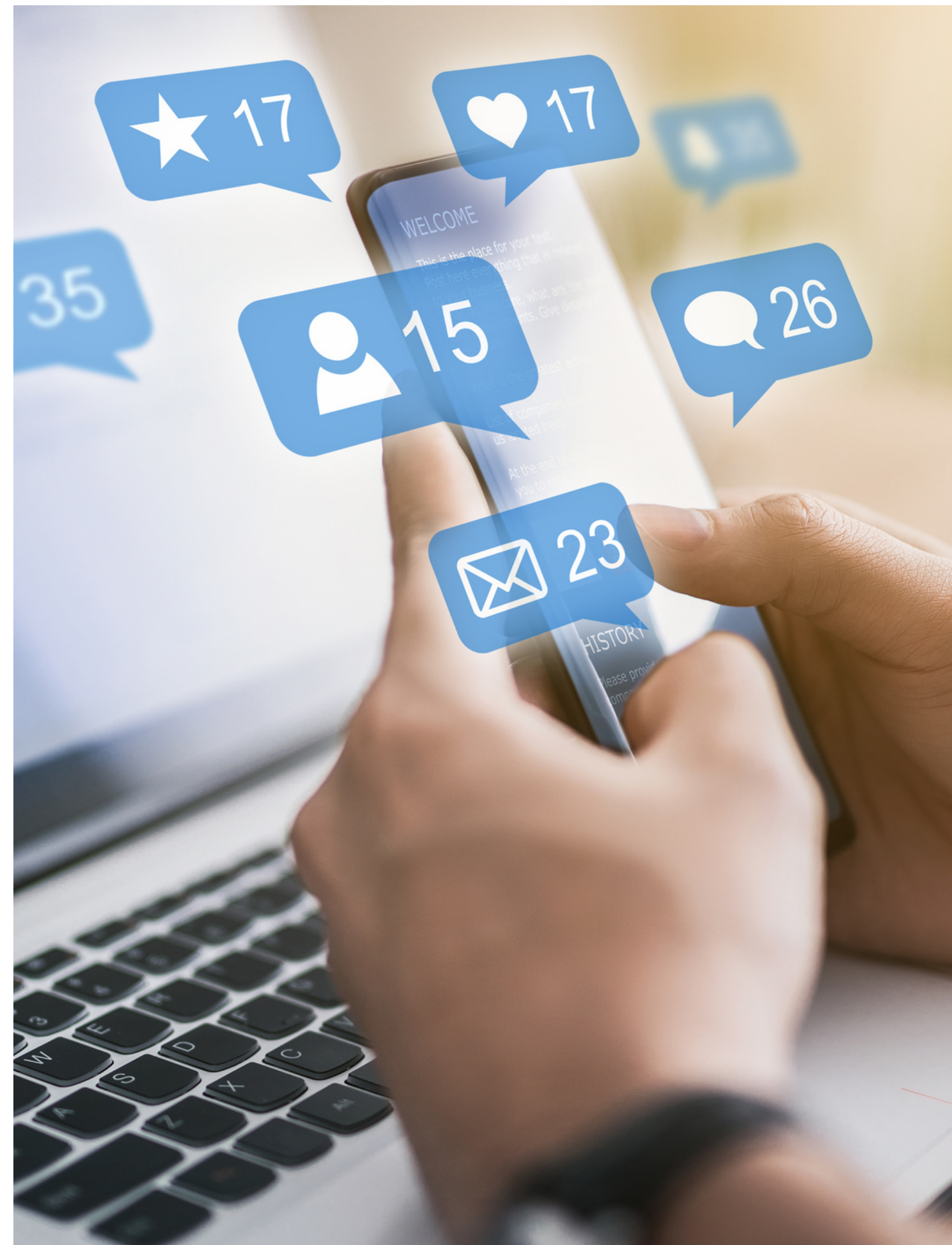
**If a member of the media contacts you, consult your communications team. For stories related to MISHC data, contact Elizabeth Horn [ehorn@umich.edu](mailto:ehorn@umich.edu)**



- Ensures you move forward with any requests in a way that follows the institution's guidelines and policies
- Helpful to you as they can help make arrangements, get approval, prepare you for interviews, work with you as a team to further share articles, etc.



**Maintain appropriate boundaries and protect patient health information in accordance with professional ethical guidelines if interacting with patients on social media.**







**CALL TO ACTION**

**Contact Elizabeth Horn**

BMC2 and MISHC  
Communications Specialist  
ehorn@umich.edu



# Become a MISHC Social Media Ambassador

- Follow us on our social media channels
  - LinkedIn and YouTube
- Comment and like posts
- Repost what we post
- Receive media reports for additional consortium information for sharing
- Receive posts and graphics that you can use to assist you in sharing social media campaigns



**Content shared by employees gets 8x more engagement than content shared by brand channels and is re-shared 25x more frequently.**  
(Fast Company)



**Jason Bradwell** 🙌  
@JasonRBradwell

Your employee's networks are 10x larger than your brand following.

Their posts are viewed as 3x more authentic.

They have a 2x higher click-through rate.

Advocacy is a no-brainer.

We can also ensure we are following you and help amplify your successes.





## Elizabeth Horn

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# Follow us on social media!



MISHC

<https://bit.ly/mishc-yt>



MISHC

<https://bit.ly/mishc-li>



## Thank you!

### Questions?

Email [info.mishc@umich.edu](mailto:info.mishc@umich.edu) to request more information or sign up as a MISHC social media ambassador.

*References: Social Media Ambassadors: Utilizing Our Greatest Asset - Ed Bottomley, Social Media Strategist. Social Media Guidelines - Michigan Medicine.*