



Social Media and Social Networking

How do you define “Social Media” ?





Social Media is an internet based form of communication.

Social Media platforms allow users to have conversations, share information, and create web content.



Examples include but are not limited to Facebook, Instagram, X, YouTube, and Pinterest.

How do you define “Social Networking?”





Social Networking is defined as the use of dedicated websites and applications to interact with other users, or to find people with similar interests to oneself.



Examples include but are not limited to Facebook, Instagram, X, YouTube, LinkedIn, Reddit, TikTok, Yelp, and Pinterest.

Policy MCH-3058 Social Networking

- MCHS respects the rights of employees and students to use Internet-based communications such as social networking sites, personal websites and blogs. However, there are areas in which employees and students use of social media and social networking may impact the work environment.
- This policy is subject to all existing policies which govern the use of MCHS's communication and computer systems, as well as to those that protect the confidentiality of company information, confidentiality of patient information, and those that prohibit unlawful discrimination or harassment.
- MCHS strives to maintain a healthy, safe, and productive work environment.
- Any questions about the use of electronic devices should be referred to the Supervisor, Compliance, or Human Resources.

Key Social Media and Networking Points for Employees, Interns and Students



Zero-Tolerance Privacy Policy and Professional Boundaries

- Never post patient images
- Do not discuss specific patient cases
- Do not share details of a patient case especially as it can lead to patient identification
- Do not video or take pictures of patients
- Understand that taking photos/videos of patients, even in a "selfie" context, is a serious violation, regardless of intent.
- Do not “friend” follow patients
- Do not connect with current or past patients
- Maintain professional distance
- If a patient requests to make a connection with a students, the professional answer is “No...the hospital policy prohibits me from engaging in this type of connection.”

Strict Adherence to Hospital Policy and Separate Personal and Professional Life

- Familiarize all students with the hospital's specific policy on social media and social networking
- Violations of policy can lead to dismissal
- Violations can lead to legal action
- Instruct students and staff not to speak on behalf of the hospital without authorization.
- Consider using different accounts for professional networking and personal use.
- Always assume anything posted online can be seen or copied
- Be aware that what is posted online could be viewed by peers, colleagues, patients, board members, supervisors, hiring managers

Digital Footprint and Professionalism and Networking Etiquette



- Avoid posting inappropriate comments or disparaging comments about peers, colleagues, or the hospital.
- Be aware that your online communication and behavior reflects your professionalism
- Be aware that the online behavior could impact future employment.
- Consider using professional platforms for networking (example-LinkedIn).
- Do not provide medical advice on social media.
- If you accidentally post sensitive info or witness a peer doing so, notify your supervisor or the hospital's privacy officer immediately.

Key Takeaways

- MCHS has a clear social media and social networking policy.
- Never share patient information, images, or details (even if not naming them).
- Maintain the same professional distance online as in person; avoid "friending" current patients.
- Do not post negative, inappropriate, unprofessional pictures or comments about the hospital.
- Refer questions or concerns to the supervisor, Compliance Office, or Human Resources.

