

What Faculty
Need to Know

Duke Health Social Media Policy

Policy encompasses DUHS, SOM, and SON

Why do we need a social media policy?

- Protect privacy and safety of patients and Duke Health faculty and staff
- Protect the Duke Health brand and reputation
- Minimize business, legal, ethical and personal risks that may arise when Duke Health faculty and staff use social media during working and non-working hours
- Provide usage guidance to Duke Health faculty and staff
 - Online activities when users represent themselves as Duke Health workforce member
 - Personal and professional use

Usage Guidelines

- Exhibit Professionalism
 - Be respectful, truthful and professional
 - Follow Duke Health policies
 - Duke Health's Guiding Principles
 - Policies on [Prohibited Discrimination, Harassment, and Related Misconduct](#) and privacy
 - Avoid anger, sarcasm, criticism, and discriminatory, offensive or defamatory language

(Also see: SOM [Code of Professional Conduct](#))

Usage Guidelines – Identify yourself appropriately

- When a Duke Health connection is apparent:
 - Clearly state your connection and role in the organization
 - Present professional content that is accurate, factual, and reflects favorably of you and Duke Health
 - Acknowledge and correct mistakes promptly
- Disclaimer Statement for Personal Accounts
 - Clearly state that thoughts and views are personal and not representative of Duke Health.
 - Social media profiles should include a disclaimer statement, e.g., “The views expressed here are my own and not those of my employer.”



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Mary E. Klotman, MD

@MaryEKlotman Follows you

Executive Vice President for Health Affairs, @DukeU; Dean, Duke University School of Medicine @DukeMedSchool; Chief Academic Officer, @dukehealth



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Kathleen Cooney

@kcooney1234 Follows you

Chair, Duke Department of Medicine @dukemedicine

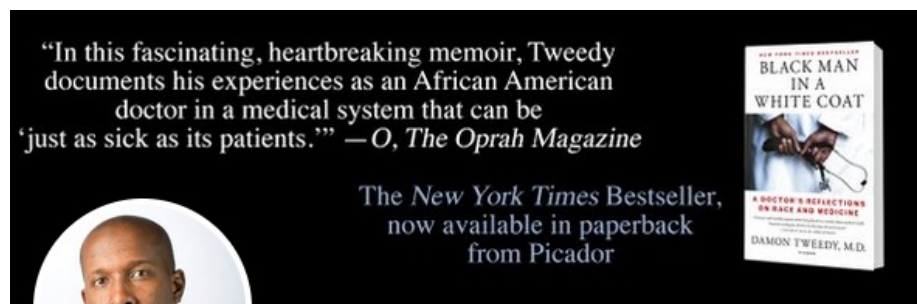


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Raphael Valdivia

@valdi001 Follows you

Microbiologist, aspiring immunologist, citizen-scientist, Professor, former Vice Dean, and now Dept Chair. My opinions do not represent those of my employer.



... [share icon] **Following**

Damon Tweedy

@DamonTweedyMD

Author of Black Man in a White Coat, Physician, Husband, Dad

Personal Social Media Use

- Should be consistent with Duke Health's reputation, brand and values
- Use your personal email address as your primary means of identification
- Do not discuss job responsibilities or specific activities that happened on the unit/department during your workday when it includes clinical care or PHI
- Workforce members in their personal accounts should not represent the views of Duke or Duke Health
- Inappropriate content that implicates Duke Health will be subject to review by Office for Institutional Equity (OIE) and/or Human Resources and could potentially result in discipline

Resources and Support

- School of Medicine Office of Strategic Communications
 - School of Medicine Department/Unit Communicators
- School of Medicine Office for Faculty
- Full policy and additional resources available on Duke Health Policy Center: <https://dukeuniversity.policytech.com/dotNet/documents/?docid=11109>

Next Steps

- Further circulate among School of Medicine communicators
 - Review policy in upcoming Communicators Network Meeting
 - Encourage local presentations of policy (ie. student/resident orientation, new faculty onboarding)
- Add social media session to New Faculty Orientation
- Develop further faculty development opportunities for social media learnings (ie. policy review, how to leverage for professional use)