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.”
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

Kathleen Cooney
@kcooney1234 Follows you

Chair, Duke Department of Medicine @dukemedicine

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.

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)