



Social Media Policies for Hospital Communicators

Laura Keller, director of Marketing and Media Relations, Saint Louis University Hospital

Saint Louis
University Hospital 

when it's
CRITICAL

Social Media Policies for Hospital Communicators

The Challenges:

- Social Media is here to stay, so adaptation and understanding are no longer optional
- Requires daily input and monitoring
- Participation on behalf of organization should be encouraged, but can't be controlled
- Policies must protect patients, employees and overall hospital organization and will constantly be challenged by interpretation

What Facebook and Twitter Can do for you?

- Very effective way to communicate with *the public* by giving them a casual view of the positive things that are going on within your organization
- Very effective way to communicate with *employees* in real-time
- Very effective way to communicate with *members of the media* about the positive things that are going on within your organization
- Very *cost-effective* way to communicate *whatever you want to whomever you want*

The Downside of Social Media

- Create a forum where the public and employees can say things that are negative about your hospital, physicians, patients and each other.
- Create a forum where information is presented as “fact” without any authentication or authority
- Create a forum where employees can put their own careers at risk and open your hospital to risks of litigation and HIPAA violations

Social Media Policies for Employees

- The policy should provide firm rules for release and discussion of Private Health Information
 - Doing what is right for the patient
 - Doing what is respectful for the patient and family
 - Protecting employee from HIPAA violation

Social Media Policies for Employees

- The policy should provide firm guidance on the expectations for behavior from employees
 - Identification of one self as employee
 - Creation of pages on behalf of the hospital
 - Employees are expected to abide by the organization's rules of conduct policy online
- Educating employees about their role with social media should be both encouraging and instructive
 - Provide examples of acceptable versus unacceptable behavior

In Practice

- Set up a [Facebook page](#) for your hospital and update it regularly
 - A Facebook “Fan” page is the most effective way to monitor information and remove inappropriate posts
- Set up a [Twitter account](#) and link it to your Facebook page so the information is disseminated well but not redundant
 - Your social media efforts should feed and support each other, but not copy each other.
- Encourage your employees to contact YOU about items for updating your page



- Edit Page
- Promote with an Ad
- Add to My Page's Favorites
- Suggest to Friends
- Unsubscribe from SMS updates

Saint Louis University Hospital is a 356-licensed bed, quaternary/tertiary, level one trauma center located in the heart of the city of St. Louis.

Join us on Twitter! @SLUHospital

Information

Location:
3635 Vista Avenue at Grand
Saint Louis, MO, 63110
Phone:
314-577-8000

Insights

See All

8.6 ★★★★★
Post Quality

2 Interactions
This Week

Insights are visible to page admins only.

13 Friends Like This

6 of 13 Friends See All



Saint Louis University Hospital

- Wall
- Info
- Extended Info
- Photos
- YouTube
- Notes
- >>
- +

What's on your mind?

Attach:

Everyone

Options
Remove



Saint Louis University Hospital This video highlights the expertise found in the Center for Cerebrovascular and Skull Base Surgery. The Center specializes in the treatment of complex brain tumors and aneurysms.



Cerebrovascular and Skull Base Surgery - SLU Hospital

www.youtube.com
Saint Louis University Hospital has the unique combination of technology and expertise to advance the treatment of tumors located near one of the most delicate and complex areas of the human anatomy, the skull base. ...

2 hours ago · Comment · Like · Share · Promote

Claudia McDermott Letterman likes this.



Claudia McDermott Letterman I am so thankful to have Dr. Abdulrauf as my surgeon. I couldn't have gone through the first surgery had it not been for the confidence he instills. I am forever in your debt Dr A and I will get the courage to let you attack the left side so I can be 100% aneurysm free. You are a TRULY amazing doctor, surgeon and human.
about an hour ago · Delete · Flag



Robin McDermott Claudia's sister thinks so too!
36 minutes ago · Delete · Flag



Saint Louis University Hospital We will definitely pass your message along to Dr. Abdulrauf!
about a minute ago · Delete

Write a comment...



Saint Louis University Hospital Dr. Feen, SLU neurologist, talked about all things stroke on FOX 2 news this morning.

Remove



Signs of a Stroke - KTVI

bit.ly
, Jersey, Randolph, St. Clair Flood Warning in MO: Cape Girardeau, Franklin, Gasconade, Jefferson, Lincoln, Montgomery, Osage, Perry, Pike, St. Charles, St. Louis, St. Louis City, Warren

Friday at 1:10pm · Comment · Like · Share · Promote

View all 8 comments

Get More Connections

Get more people to like your Page with Facebook Ads! Preview below.

Saint Louis University Hospital

Your Text Here
Staci Harvatn likes this.

Chat (30)

In Practice, continued

- Search for the name of your organization regularly through Google, Bing and other search engine sites.
- Set yourself up for “alerts” to monitor use of your organization’s name.
- Decide what your policy is for disciplinary action against employees who violate
 - Your organization’s Rules of Conduct
 - HIPAA
- Be consistent

Why its great (and how I became a convert)

- Social Media sites can encourage organizational buy-in and “ownership”
- It is a quick and effective way to communicate multiple stories and events at once
- Its free
- The growth of fan participation and opportunities for expansion of core message and brand throughout the internet increases exponentially with continued use
- Health consumers are increasingly searching online for health information

Great Tools and Resources

- [Policy Tool for Social Media](#)
 - Helps organizations generate a policy template
- [Social Mention](#)
 - Great website for checking the pulse of your online reputation
- [bit.ly](#)
 - Free URL shortener that tracks number of link views
- Contact me, laura.keller@tenethealth.com, for a copy of our social media policy