
**UNIVERSITY OF ILLINOIS COLLEGE OF DENTISTRY
MANAGEMENT POLICY AND PROCEDURE**

UIC COD 3.2: Social Media Policy

OBJECTIVE

Social media can be a powerful means to build a community around your clinical service, department, or organization, but social media can pose a risk to our confidential and proprietary information, reputation and brand, and to the privacy rights of faculty, students, staff, and patients. To minimize these risks, it is expected that all UIC College of Dentistry faculty, students and staff adhere to the following guidelines and rules regarding use of social media. Therefore, UIC College of Dentistry Faculty, Students and Staff are expected to review this policy before participating in any social media activity.

DEFINITIONS

For the purpose of this policy, the following definitions apply:

Channel Definitions (Note: this is not a complete list; this is sample of the more popular social media channels)

1. Facebook: A social media site where users can keep up with friends, upload photos, share links and videos, and learn more about the people and brands that they are connected with.
2. Twitter: A social media and micro-blogging site where users can keep up with friends and brands through the exchange of 140 characters.
3. LinkedIn: A social networking site focused on companies and industry professionals looking to make new business contacts or keep in touch with previous co-workers, affiliates, and clients.
4. YouTube: A video sharing website where users can upload, share and view video content.
5. Yelp: An online community of user reviews and ratings, where you can find information on restaurants, dentists, etc.
6. Tumblr: A site that allows users to post multimedia and other content to a shortform blog. Users can follow other users' blogs.

PROCEDURE

Overview

The full UIC College of Dentistry social media policy is detailed in the following pages. We encourage you to read through the full document, but if you need a quick reference, please refer to these key points:

A. Social Media Best Practices

This best practice list is not meant to be a comprehensive guide to successful social media management. It should serve as a quick reference.

All HIPAA and State of Illinois privacy laws apply to social media. Faculty, students and staff must not, under any circumstance, share confidential College of Dentistry or patient information. This includes pictures of patients, patient information, or medical history (e.g. no ‘selfies’ with patients).

- 1) All posts must abide by all other applicable UIC College of Dentistry policies, including, but not limited to:
 - a) HIPAA Sanctions: Ensures the confidentiality and integrity of patient and/or employee or student Protected Health Information (PHI) as required by law, professional ethics, and accreditation and/or licensure requirements;
 - b) Code of Conduct: All patients and faculty, students and staff treat each other with respect, dignity, and honesty. No harassing, profane, or discriminatory material can be published;
 - c) Acceptable Use of Computer Resources: Computer resources are the property of the University of Illinois and may be used only for legitimate business purposes;
 - d) Confidentiality Agreement and Security Awareness: Faculty, students and staff may not disclose confidential information they encounter at UIC College of Dentistry; and
 - e) All applicable copyright laws. You must have the proper permission to post photos, videos, or other materials owned by others.

- 2) You should not attempt to diagnose and/or give medical/dental advice online. If you are a manager and a potential patient asks a healthcare question, encourage them to visit UIC College of Dentistry in person.

- 3) You should not acknowledge that any patient received care at UIC College of Dentistry. That information is confidential.

- 4) If you are online and communicating about UIC College of Dentistry or anything UIC College of Dentistry-related, you are obligated to state your name and position at UIC College of Dentistry. If you are communicating online and your affiliation with UIC College of Dentistry is apparent, you should speak in the first-person and possibly include a disclaimer, such as: *“The views expressed here are my own and do not reflect the views of the College of Dentistry.”*

- a. This disclaimer may be included in your Facebook or Blog’s “About” section or within a Twitter bio.
 - b. The above best practice is recommended so that you do not inadvertently speak on behalf of UIC College of Dentistry.
- 5) You should not post photos of coworkers or classmates or any of their personal information without their approval.
- 6) You should utilize the appropriate platform to reach your objectives. For example, Facebook is good for community building and media-sharing. Twitter is good for sharing quick information and having real-time conversations.
- 7) You should follow post frequency best practices. 1-2x/day for Facebook, 1-3x/day for Twitter.
- 8) You should use a voice/tone that reflects UIC College of Dentistry’s expertise and high standards.
- 9) You should take into consideration UIC College of Dentistry’s goals when posting online.
- 10) Only designated individuals and key departments (e.g. College of Dentistry Administration, UI Health Marketing, UIC Public Affairs) are authorized to speak on behalf of UIC College of Dentistry online without prior approval.
- 11) *Unauthorized* faculty, students and staff are prohibited from publishing on any social media channels on behalf of any official UIC College of Dentistry pages.
- 12) All authorized faculty, students and staff posting on behalf of UIC College of Dentistry are solely responsible for content, and posts must adhere to all applicable UIC College of Dentistry Policies.
- 13) UIC College of Dentistry faculty, students and staff should have no expectation of privacy or confidentiality in any data in any format or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on any UIC College of Dentistry or University page, site or account.

B. Personal Use of Social Media

Occasional personal use of social media is permitted so long as it does not interfere with your employment or educational obligations and complies with the following:

1. Unless you manage an official UIC College of Dentistry social media channel, you should limit your social media usage during work or class hours to UIC College of Dentistry-related activities. Some examples of acceptable at-work, school social media use are:
 - a. Positive promotion of UIC College of Dentistry as an organization, related UIC College of Dentistry news, or upcoming UIC College of Dentistry events;
 - b. Joining a conversation related to UIC College of Dentistry;
 - c. “Following” or “liking” the official UIC College of Dentistry Facebook and Twitter;

- d. Sharing UIC College of Dentistry-related content with coworkers, friends, and family; and
 - e. Researching support groups for a service line.
2. Additionally, the following guidelines are important for you to understand, as there are some situations where your personal use of social media and employment /student status with UIC College of Dentistry may overlap:
- a. The authorized page manager with support from UIC College of Dentistry Marketing and UIC Public Affairs are the only entities authorized to speak officially on behalf of UIC College of Dentistry online;
 - b. You should limit social media activity during work/class time, as not to negatively impact work performance or required duties;
 - c. You should never post fake negative or positive reviews of UIC College of Dentistry or impersonate an employee or student authorized to speak on behalf of UIC College of Dentistry;
 - d. You should consider potential conflict of interest issues before establishing an online relationship with a vendor or patient;
 - e. If a blogger or journalist contacts you about UIC College of Dentistry, you should notify your the UIC College of Dentistry Privacy Office; and
 - f. Unless specifically authorized to do so, you should not make public any news about UIC College of Dentistry that is not already public. Only authorized faculty, students and staff are allowed to speak on behalf of UIC College of Dentistry.

You must adhere to [HIPAA Sanctions](#) (visit [HHS.gov](https://www.hhs.gov) for additional information on Health Information Privacy) to ensure patient privacy at all times, even while using social media for personal use. You are never to reveal confidential information about UIC College of Dentistry or its patients.

3. UIC College of Dentistry and the University restricts faculty, students and staff, use and disclosure of our confidential information and intellectual property, even while using social media for personal purposes. You should treat the UIC College of Dentistry/University trade secrets, confidential information and intellectual property confidentially and not jeopardize them through your use of social media. Further, you should avoid disclosing intellectual property and/or confidential information of third parties that you learned through your employment. Such disclosures may create liability for you, the employee or student, as well as the University. UIC College of Dentistry faculty, students and staff may not use the University's or UIC College of Dentistry's logos or other trademarks, or post any confidential or proprietary information, without prior written permission.
4. Faculty, students and staff should demonstrate good judgment when using social media. (See Section A: Social Media Best Practices below).

C. Participation in Social Media as a UIC College of Dentistry Social Media Representative

Social Media can be a valuable tool to build and engage with online communities. Official pages will have the support of the UIC College of Dentistry and individuals will be authorized in writing by the Office of Development, upon consultation with college administration, to manage these pages and speak on behalf of UIC College of Dentistry.

1. UIC College of Dentistry Office of Development personnel will take the following into consideration when presented with a page proposal, either for brand new pages, or existing pages that would like to be made official:

- a) The specific goal and target audience of the channel or page;
- b) Resource availability (i.e. is there an individual with the ability and available time to monitor and update the channel or page at a reasonable frequency); and
- c) Alignment with UIC College of Dentistry's brand guidelines, policies, procedures and standards.

2. Individuals authorized by the UIC College of Dentistry will manage official pages. If you are one of these faculty, students and staff authorized to speak on behalf of UIC College of Dentistry online as part of job, you are an official representative of the organization. As such, you must adhere to the following guidelines:

- a) To speak on behalf of UIC College of Dentistry online, you must have approval from the UIC College of Dentistry Administration and/ or the Office of Development;
- b) In order to have an official UIC College of Dentistry social media channel or page, you must attend a UI Health Media Training and Obligations class before you can create or manage any social media pages on behalf of UIC College of Dentistry. Once authorized, you will be personally responsible for all social media activity via your page. Contact UI Health Marketing (uihealthmktg@uic.edu) for a schedule of upcoming Media Training and Obligations classes;
- c) You must not publish any content that contains any product or service endorsements, or anything that could be construed as political lobbying, solicitations, or contributions;
- d) By posting content to UIC College of Dentistry social media pages, you grant UIC College of Dentistry the right to reproduce and distribute it, the right to create derivative works, and the right to use the content for any purpose; and
- e) UIC College of Dentistry reserves the right to monitor, prohibit, block, or terminate access to authorized UIC College of Dentistry social media channels at its discretion.

D. No Expectation of Privacy

The UIC College of Dentistry and University's electronic communications systems, and all the information stored thereon, are the property of the University. Faculty, students and staff should have no expectation of privacy in any data in any format or any other kind of information or

communications transmitted to, received or printed from, or stored or recorded on any of these systems. The University reserves the right to monitor all usage of these systems and to intercept and review any data or communications, in any format, using these systems, including but not limited to social media postings and activities. You consent to such monitoring as part of your employment or enrollment at the University of Illinois College of Dentistry and your use of such assets and systems. You should not use the University's electronic communications assets or systems for any matter that you desire to be kept private or confidential.

The University may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice.

References

[UIC COD 3.9 Confidentiality Agreement and Awareness](#)

[UIC COD 3.2 HIPAA Sanctions](#)

Adapted from UI Hospital and Clinics Policy and Procedures 2014

(UI Health Policy Owner- Eric Pitt, Assistant Director of Web and Digital Strategy)