

# Updates to MD Anderson's Social Media Policy (ADM1112)



**MD Anderson Cancer Center** Published by Falcon.io · November 4 at 8:42 AM ·

Cancer survivor Jim O'Brien sought care at MD Anderson after his leukemia relapsed following a bone marrow transplant. Under the care of our Dr. Hagop Kantarjian, Jim received innovative treatments and a second bone marrow transplant.

While Jim says he's still grappling with survivorship, he hopes sharing his story helps others realize they aren't alone. #EndCancer




TODAY.COM  
Man, 26, shares the 1 unusual symptom that led to leukemia diagnosis  
"Just do what's best for you because it's really hard being a cancer patient," he told TODAY.

**MD Anderson Cancer Center** @MDAndersonNews · Feb 22

After last week's **winter storm**, we continue to need blood and platelets for our patients.

To schedule an appointment at MD Anderson Blood Bank during this critical time, please visit: [mdandersonbloodbank.org](http://mdandersonbloodbank.org). #EndCancer



**MD Anderson Cancer Center** @MDAndersonNews · Nov 4

It's not too late to join us for the virtual Boot Walk to End Cancer Saturday, Nov. 6.

Register or donate to support our patients: [mdanderson.org/bootwalk](http://mdanderson.org/bootwalk) #EndCancer




# Social media plays a vital role in the way we communicate about MD Anderson and the work we do here.

**mdandersoncancercenter** MD Anderson Cancer Center



View Insights Boost Post

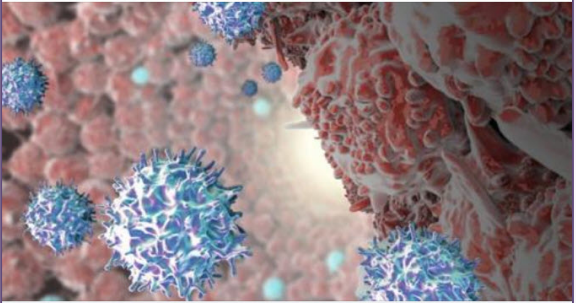
Liked by christina\_pie\_ and 378 others

mdandersoncancercenter When a routine mammogram revealed MaKieba Hatton had ductal carcinoma in situ (DCIS) — stage 0 breast cancer — she knew exactly where she'd be going for treatment: MD Anderson.

**MD Anderson Cancer Center** Published by Falcon.io · November 1 at 6:42 PM ·

"What is interesting is that TILs appear to be a long-lasting therapy. We've seen evidence that TILs can be found still patrolling the body several years after infusions, and they can eliminate recurrences before we've even detected them on scans. Some patients can be tumor-free for many years after a single TIL infusion," says our Dr. Jason Bock.

Here, Bock shares why he is excited about the prospect of TIL therapy being used to treat solid tumors. #EndCancer



MIDANDERSON.ORG  
TIL therapy: 6 things to know  
Tumor-infiltrating lymphocytes (TILs) are a type of experimental cell therapy being developed ...

**MD Anderson Cancer Center** @MDAndersonNews · Nov 8

Congrats to Ashley Nichole Morphey for receiving the 2021 Brown Foundation Award for Excellence in Oncology Nursing, our highest nursing honor.

Learn more about her role as a supervisor of research nurses specializing in multiple myeloma: [bit.ly/303NhFO](http://bit.ly/303NhFO) #EndCancer



mdanderson.org  
Ashley Nichole Morphey honored with Brown Foundation Award for Ex...  
Ashley Nichole Morphey is the recipient of the 2021 Brown Foundation Award for Excellence in Oncology Nursing at The University of Texas ...


**MD Anderson Cancer Center** 140,264 followers · 3mo · Edited ·

MD Anderson is honored to again be No. 1 in cancer in U.S. News & World Report's annual "Best Hospitals" ranking.

We celebrate the many people who've helped make this recognition possible: our patients and their families who entrust us with their care, our 22,000 MD Anderson employees, and our trainees, donors, volunteers, advocates and community supporters. Thanks to you, we've pulled together in a year marked by an unprecedented pandemic and an historic freeze to continue delivering on our promise to end cancer.

"Our patients and their families drive us to deliver on our promise to end cancer, even more so this past year-and-a-half during the COVID-19 pandemic," says Peter Pisters, M.D., president of MD Anderson "More than any time in our history, we have created a support system for our patients, and we continue to maintain a safe and welcoming environment for everyone entering our campuses. We are eternally grateful to our patients who continue to inspire us with their courage and perseverance, and their remarkable expressions of gratitude and hope."

Read more: <https://bit.ly/3eZKgKM> #HealthCare #EndCancer






The updated Social Media Policy clearly distinguishes between social media on behalf of the institution and personal social media.

- **Official Social Media:** Any social media created or maintained by or for MD Anderson resources and/or using our brand assets (e.g., name, logo, images).
- **Personal Social Media:** All social media use other than Official Social Media.



# Strategic Communications manages MD Anderson's Official Social Media presence

- Oversight of our branded institutional social media accounts
- Development and posting of content highlighting our success stories, expertise and accomplishments
- Management of our brand reputation and risks through 24/7 monitoring, service recovery, crisis and emergency management
- Education and training for our faculty and staff
- Measurement and reporting
- Policy oversight
- Partner with Marketing on paid social advertising campaigns

# Strategic Communications manages MD Anderson's Official Social Media presence

Social media on behalf of MD Anderson requires prior authorization by Strategic Communications. This includes setting up social media accounts or campaigns on behalf of the institution or its departments, programs, divisions or events, as well as:

- paid social media advertising campaigns
- social media or blog posts to be shared by the organization
- creation of hashtags to promote MD Anderson events, departments and programs
- social media features, such as Lenses, geofilters, stickers and frames

# One MD Anderson approach to Official Social Media

Strategic Communications will **not** approve new social media accounts representing MD Anderson and/or its programs, departments, divisions, publications, research and events.

Instead, we're focused on sharing our stories as One MD Anderson by:

- working with departments and programs to develop content for our institutional social media channels, and
- training our experts to use social media and establish themselves as thought leaders in their specialties and showcase their teams' work on platforms such as Twitter and LinkedIn.

## What to know about Personal Social Media

Employees are welcome to use personal social media, so long as it **does not**:

- purport to be on behalf of MD Anderson,
- interfere with job responsibilities or impede job performance,
- result in direct costs to the institution,
- impair harmony among co-workers, and/or
- otherwise impact our operations.

Employees should **make clear they're speaking for themselves and not on behalf of the institution** when posting personal social media content that identifies them as part of MD Anderson's workforce, or when they have previously referenced their employment at MD Anderson on social media.

While MD Anderson has restricted social media access on institutional devices to protect our organization from cyber-attacks, employees may use their personal social media accounts to share MD Anderson information.

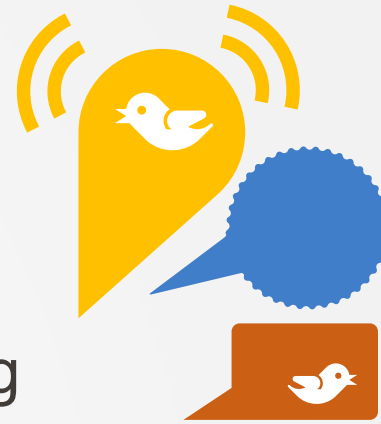


## 2 ways to access social media

- **At home:** Use your personal device(s), including smartphones, tablets and laptops.
- **On campus:** Use a personal device through the MD Anderson Guest network or cellular services.

# Additional guidance for employees

- Never share proprietary or confidential information, including protected health information (PHI).
- PHI should not be shared without obtaining the appropriate written HIPAA and media releases.
- If you identify as an MD Anderson health care provider on your personal social media accounts, avoid providing specific medical advice via social media. Instead, direct:
  - prospective patients to askMDAnderson, 1-877-632-6789
  - existing patients to MyChart



# Additional guidance for employees

- Decline “friend” and “follow” requests from – and avoid sending requests to – patients or caregivers via your Personal Social Media accounts.
- Notify affected colleagues beforehand, as a courtesy, if you plan to post photos of them taken at an MD Anderson event on your social media accounts.



# There are times when you should seek guidance before proceeding



**Contact Public Relations prior to responding** to or engaging with requests to participate in any of the following as a representative of MD Anderson:

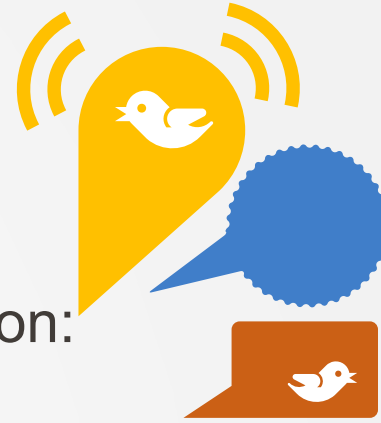
- media stories
- another organization's social media presence (e.g., tweetchats, Instagram Live, Facebook Live)
- other organizations' and individuals' webinars, livestreams, videos and podcasts

Email: [publicrelations@mdanderson.org](mailto:publicrelations@mdanderson.org)



## There are certain things you should notify us about

- **Social media complaints or inappropriate posts** regarding MD Anderson:
  - Strategic Communications: [social@mdanderson.org](mailto:social@mdanderson.org)
- **Threats of violence** against MD Anderson and/or its people:
  - UTPD: 713-792-2890
  - 2-STOP: 713-792-7867
- **Repeated online incivility by patients or caregivers toward our workforce members:**
  - Patient Advocacy: Weekdays 8 a.m. to 5 p.m., call 713-792-7776. After hours and on weekends, call 713-792-7090)
  - Strategic Communications: [social@mdanderson.org](mailto:social@mdanderson.org)



# Guidance for managers

- ✓ Contact your HR Generalist before taking any action in response to an employee's use of social media.
- ✓ Don't send "friend," "follow" or similar requests to subordinates, though you may accept them if received.
- ✓ Avoid writing recommendations for employees on social media. Instead, direct work history requests to The Work Number, 1-800-367-2884.
- ✓ Managers and supervisors should not search, review or request passwords to job candidates' personal social media accounts.



Email [social@mdanderson.org](mailto:social@mdanderson.org) with social media questions, or to request training or share content ideas.

