Updates to MD Anderson’s Social Media Policy (ADM1112)
Social media plays a vital role in the way we communicate about MD Anderson and the work we do here.
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
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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
There are certain things you should notify us about

- **Social media complaints or inappropriate posts** regarding MD Anderson:
  - Strategic Communications: 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
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 with social media questions, or to request training or share content ideas.