

Social Media Response

Assessment

Content Posting
Has someone discovered content about your organization?
Is it a positive posting?

YES

NO

Evaluate

Concurrence
A factual and well cited response, which may agree or disagree with the post, yet is not negative.
You can concur with the post, let it stand or provide a positive review.
Do you want to respond?

"Trolls"
Is this a site dedicated to bashing and degrading others?

NO

YES

Monitor Only
Avoid responding to specific posts, monitor the site for relevant information and comments.

"Rager"
Is the posting a rant, rage, joke, ridicule or satirical in nature?

NO

Let Post Stand
Let the post stand — no response.

NO

YES

"Misguided"
Are there erroneous facts in the posting?

YES

Fix the Facts
Respond with factual information directly on comment board.
(See 5 Social Media Response Considerations below.)

"Unhappy Customer"
Is the posting a result of a negative experience from one of our Stakeholders?

NO

YES

Restoration
Rectify the situation, respond and act upon a reasonable solution.
(See 5 Social Media Response Considerations below.)

Respond

Share Success
Proactively share your story and your mission with the blog.
(See 5 Social Media Response Considerations below.)

YES

Final Evaluation
Base response on present circumstances, site influence and stakeholder prominence.
Will you respond?

YES

YES

Social Media Response Considerations

Transparency
Disclose your Medical Center connection.

Sourcing
Cite your sources by including hyperlinks, video, images or other reference.

Timeliness
Take time to create good responses, from a few minutes to a day.

Tone
Respond in a tone that reflects the Medical Center's values.

Influence
Focus on the most influential blogs related to the Medical Center.



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Page: Page 1 of 3

THE OHIO STATE UNIVERSITY MEDICAL CENTER POLICY AND PROCEDURE MANUAL

Title: Social Media

Prepared by: Social Media Policy Committee

Authorized by: *Original signed by the:*

*Vice President for Health Services
CEO, The OSU Health System
COO, The OSU Medical Center*

*CEO, James Cancer Hospital and Solove Research
Institute; Director, OSU Comprehensive Cancer
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*Executive Dean for Health Sciences, Vice
President for Health Sciences, Dean, College
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POLICY

Social Media are works of user-created video, audio, text or multimedia that are published and shared in an electronic environment, such as a blog, wiki, instant messaging, email, or video hosting site.

Social Media presents opportunities to engage The Ohio State University Medical Center employees, patients, and community, in conversation to improve people's lives by personalizing health care.

Our policy is that you, the employee, may use Social Media for personal use only during non-working time and in strict compliance with all other terms of this and other Medical Center and University policies.

PROCEDURE

Keep in mind that conduct that would be illegal or a violation of a Medical Center or University policy in the "offline" world would still be illegal or a violation of the policy when it occurs online. While you are entitled to express your opinions and ideas, you have a responsibility not to violate Medical Center and University policies or negatively affect the operations of the Medical Center.



Number: 05-05
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Page: Page 2 of 3

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Following the policy will ensure that your actions reflect our core values of integrity, teamwork, innovation, excellence, and leadership while exhibiting a level of professionalism that our customers expect and deserve.

When on-line you are speaking in your personal capacity unless you have prior authorization from your manager or Communications and Marketing to speak for the Medical Center, or hold such position as Media Relations that is preapproved to speak for the Medical Center. This Policy requires adherence to the Social Media Participation Guidelines. The Guidelines are administered by Communications and Marketing.

The Medical Center reserves the right to restrict and monitor employee's use of social media.

What You Should Do:

1. Be smart. Be respectful. Be human.
2. Be authentic. When you post or comment in social media always state your name.
3. Be transparent. State that it is your opinion. Unless authorized to speak on behalf of the Medical Center you must state that the views expressed are your own.
4. Be careful. Protect what personal information you share online.
5. Be responsible and act ethically. When you are at work, your primary responsibility is the work of the Medical Center.

What You Should Never Disclose:

1. Confidential OSU information: If you find yourself wondering whether you can talk about something you learned at work -- don't.
2. Patient information: Do not talk about patients or release patient information.
3. Personnel Information: Do not refer to your co-workers in an abusive or harassing manner.
4. Legal Information: Do not disclose anything to do with a legal issue, legal case, or attorneys.
5. Materials that belong to someone else: Stick to posting your own creations. Do not share copyrighted publications, logos or other images that are trademarked. If you do use someone else's material, give them credit. In some cases you may also need their permission.

SOURCE: Wexner Medical Center at The Ohio State University, Columbus.



Number: 05-05
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Page: Page 3 of 3

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Consequences :

Just in case you are forgetful or otherwise do not follow the policy and guidelines, here is what could happen:

1. You could face personal legal troubles and corrective action up to and including termination;
2. OSU could face legal trouble with patients and customers.

All violations must be reported to your manager.

RELATED POLICIES

Finally, here are some of the related policies you must know and follow.

[02-20 Sexual Harassment](#)
[02-24 Workplace Standards of Conduct](#)
[03-22 Patient Confidentiality](#)
[03-31 Ethics](#)
[03-37 Photography of Patients](#)
[07-03 Electronic Resources](#)

The Ohio State University Medical Center Standards for Employee Conduct

The Ohio State University Responsible Use of University Computing and Network Resources

The Ohio State University Web Policy and Guidelines

The Ohio State University Whistle Blower Policy 1.40