

SOCIAL NETWORKING POLICY

Effective: July 1, 2016
Reviewed by GMEC: March 15, 2016
Initial Approval by GMEC: June 14, 2016

Statement

All residents, fellows and residency programs are guided by Palmetto Health's Social Media policy and procedure, guidelines, and rules (see Social Media PGR). Social networking websites and applications (e.g., blogs, networking sites, photo sharing, video sharing, microblogging, podcasts, comments posted on the sites) are important forms of communication. However, residents who use these websites and applications should be aware of the importance of privatizing their websites so that confidentiality is maintained. Posting of certain information is illegal and could lead to adverse academic outcomes in regards to Professionalism. Your online presence may reflect Palmetto Health. Be respectful of Palmetto Health, other team members, customers, partners and competitors.

Associated Policy (ies)

Professionalism
Palmetto Health's Social Media PGR

Responsible Positions (Title)

Residents & Fellows
GME Staff
PH Team Members in Residency Programs

Equipment Needed

None

Procedure Steps, Guidelines, Rules, or Reference

1. When using social networking websites/applications, residents should use their personal e-mail address, rather than their Palmetto Health address, as their primary means of identification.
2. Residents are required to comply with HIPAA Privacy Rule regulations and not discuss patients, their illness, their care nor post patient photos or stories to any social networking sites as listed above in the Statement.
3. Residents should not use PH's logo, trademark or graphics without written consent form Marketing & Communications.
4. Team members may not establish web pages or pages on Facebook, Twitter, YouTube, and other social media sites, in the name of Palmetto Health, any of its departments, service lines, events or entities without permission. Permission is granted only after written request is submitted to Marketing & Communication.
5. This policy is not intended to interfere with protected activity or infringe on a resident's rights as a PH team member.

PROHIBITED BEHAVIORS:

1. You must not report private (protected) academic information of another student or trainee. This could include but is not limited to clerkship grades, narrative evaluations, exam scores, or adverse academic actions.
2. You must not present yourself as an official representative or spokesperson for Palmetto Health or University of SC School of Medicine.

3. You must not represent yourself as another person.

Reference

None

Signature on File

Katherine G. Stephens, PhD, MBA, FACHE
System Vice President, Medical Education and DIO

Signature on File

James I. Raymond, MD
Chief Medical and Academic Officer