

Social Media

The Good, The Bad, The Really Ugly

Hospitals Using Social Media

No longer a luxury...it's a necessity

Bottom Line

- It expands our reach to a broader audience
- Allows us to disseminate health information
- Empowers people to make safer and healthier choices
- Builds loyalty
- A powerful tool to enhance the brand
- Boosts company trustworthiness
- Effective in crisis communication

- *“Using social media tools has become an effective way to expand reach, foster engagement and increase access to credible, science based health messages.” According to the Centers for Disease Control and Prevention (CDC)*

We don't need their audience

- Reduces dependence on traditional media
 - TV
 - Newspaper
 - Magazine
 - Radio

We have our own audience

■ Non-traditional Media

- Facebook
- LinkedIn
- Twitter
- Physician
- Facebook
- On-line newsroom
- PCP Facebook pages
- Pinterest
- YouTube
- Instagram

Checkup Newsroom

checkup daily

A Cook Children's newsroom



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Avery's journey - part 7
A Cook Children's employee documents her daughter's time in the NICU
These days Avery's schedule is pretty busy. [Read more](#)

November 04, 2014
Medication mistakes at home
Is your child safe? The Doc Smitty looks at medication errors.

November 03, 2014
Asthma and your child
A Cook Children's pediatrician with asthma talks from experience

October 31, 2014
Avery's journey - part 7
A Cook Children's employee documents her daughter's time in

News

October 29, 2014
Kids die in hot cars ... even in October
The dangers of leaving your child in a car during the cool months
Every summer you see a big push from us about not leaving your child in a hot vehicle. So why are we doing it again in October? On Oct. 22, 2014, a 7-month-old girl died in a hot vehicle in Tucson. [Read more from this release](#)

October 23, 2014
To bee or not to bee
A bee expert addresses what all the buzz is about
A swarm of bees attacked more than 20 sixth graders at a middle school in Saginaw, Texas, on Tuesday, Oct. 21, 2014. Four of those children were treated at Cook Children's Medical Center and the... [Read more from this release](#)

October 17, 2014
Strength training for children
How to make your little athlete strong and healthy
Strength training doesn't only refer to working with weights. It can also include calisthenics or any exercise that uses your child's own body for resistance, such as sit-ups and pull-ups. In... [Read more from this release](#)

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Social media

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 **Cook Children's**
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You and 37,115 others like Cook Children's



Cook Children's Lewisville Pediatrics

Cook

Cook

Home

Find Pages

Cook Children's Lewisville Pediatrics

Doctor

The screenshot shows the Twitter profile of Cook Children's Hospital (@CookChildrens). The header features a blue background with navigation icons (Home, Notifications, Messages, Search) and a user avator of a young boy sitting cross-legged. Below the header, the profile name "Cook Children's" and handle "@CookChildrens" are displayed. A bio states they are one of the country's leading integrated pediatric health care delivery systems, based in Fort Worth, Texas, and founded in 1879. Engagement statistics show 4,932 tweets, 1,232 following, 8,738 followers, 1,187 favorites, and 4 lists.

The "Tweets" tab is selected, showing a tweet from @CookChildrens about a busy day at the ICU Zone. The tweet includes a video thumbnail with handwritten text: "It's a Thankful TUESDAY @ COOK CHILDREN'S". The video player shows a grid of photos of children. The tweet has 1 retweet and 3 likes. Below the tweet, there is a link to a news article titled "From 2002-2012, 1 out-of-hospital medication error occurred every 8 minutes" from TheDocSmitty.

[illegible]

CookChildren'sSM

It's all about telling the story

- PR telling the story
- The patients telling both stories (theirs and ours)
- Featuring our clinicians/staff stories
- Information that benefits the audience
 - PR and marketing can do that best. You don't have to

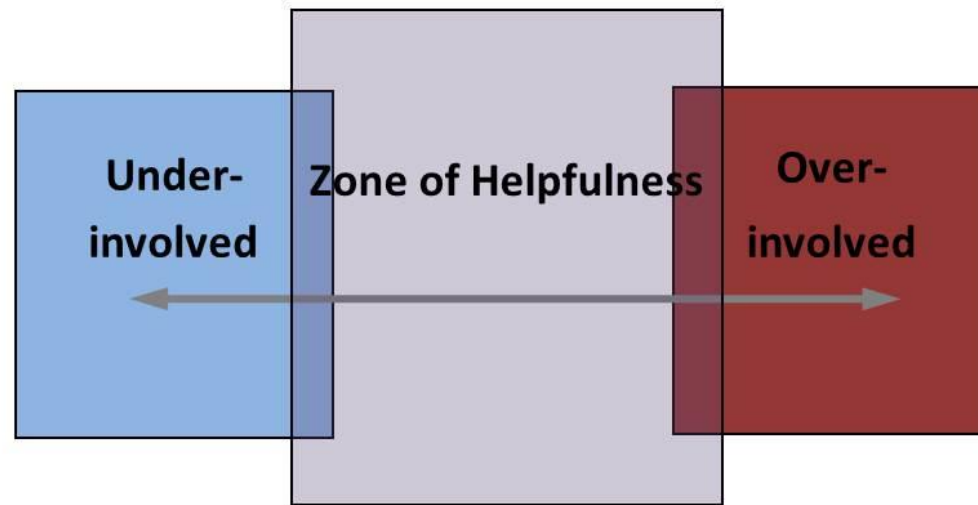
Official vs. Personal

- It's not about you; it's about them
- Is it appropriately consented?

Boundaries: Patients

- If you interact with patients on the internet, you should maintain appropriate boundaries in accordance with professional ethics just as you would in any other context.
- On-line contact with patients blurs the distinction between a personal and a professional relationship
- To maintain appropriate boundaries, consider separating your personal and professional presence on-line.

A Continuum of Professional Behavior

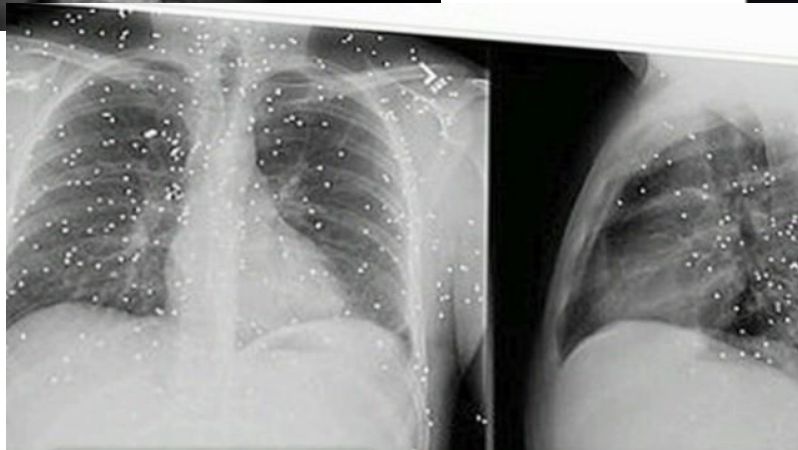


The Challenges of Social Media

- Privacy breach results from use of social media
- Disclosure of confidential information
- Harassment/Title VII/bullying
- Violation of employer policies
- Defamation/damage to reputation
- Excessive use/slacking
- Pornography, obscenity, inappropriate behavior
- Employee morale/gripe sessions
- Violence
- Union organizing
- Unauthorized and/or deceptive endorsements

Real Life Examples

- Milton Wolf Confronted about Images



Sledding accident. Look closely. It's kinda subtle.



Uploaded via Facebook Mobile.

Added January 1



Kristin Hanson-Hofmann Is this your arm?

January 1 at 1:51pm • Report



Marlo Munoz OW!! Not a good way to bring in the year. So sorry for you.

January 1 at 1:53pm • Report



Tami Stewart McCloud Subtle? LOL!

January 1 at 1:56pm • Report



Milton Wolf No, not me! A patient. And it's his ankle.

January 1 at 1:59pm • Report

Close-range gunshot to the face.



Uploaded via Facebook Mobile.

Added January 2



Curtis Vandyne Wolf ouch

January 2 at 8:28am • Report



Milton Wolf One of my all-time favorites. From my residency days ... there was a pretty active "knife and gun club" at Truman Medical Center.

What kind of gun blows someone's head completely off? I gotta get me one of those.

January 2 at 8:30am • Report

Gunshot entry wound in temporal fossa. Postmortem 3D volume-rendered CT.



Uploaded via Facebook Mobile.

Added January 25



Shawn Cox Sad to see Gollum finally decided to end it all...

January 25 at 6:02pm • Report



Melissa Ring-Pessen Hey, I scanned that patient on Friday. Can you believe Miller called us and asked us why we didn't straighten his head? Seriously??????

January 25 at 7:13pm • Report



Milton Wolf Sheesh Melissa, it's not like the patient was going to complain...

January 25 at 7:46pm • Report



Jeff Edwards Why couldn't you have been a breast enhancement doctor and shown us THOSE pictures instead?

January 26 at 5:46pm • Report



Milton Wolf Ha! Jeff, now that was funny. Just be glad I'm not a gastroenterologist then.

January 26 at 9:41am • Report

Privacy, Confidentiality and Other Potential Causes of Action

- Privacy relates to the expectation and right to be treated with dignity and respect.
- At common law, “privacy” is the legal right to be left alone. There are various forms of this right, but the one most implicated by use of social media is the “intrusion upon seclusion” of another.
- One who intentionally intrudes upon another person’s private affairs is subject to liability to the other for invasion of privacy if the intrusion would be highly offensive to a reasonable person.
- Other causes of action against you individually and your employer include slander, defamation, intentional infliction of emotional distress.

Privacy, Confidentiality and other Potential Causes of Action, cont'd

- Federal law reinforces privacy through HIPAA.
- Penalties can be civil or criminal. Includes fines ranging from \$100 to \$1.5 million. Jail time is possible.
- Particularly offensive misconduct may create liability under state or federal regulations focused on preventing patient abuse.

Elena Chernyakova

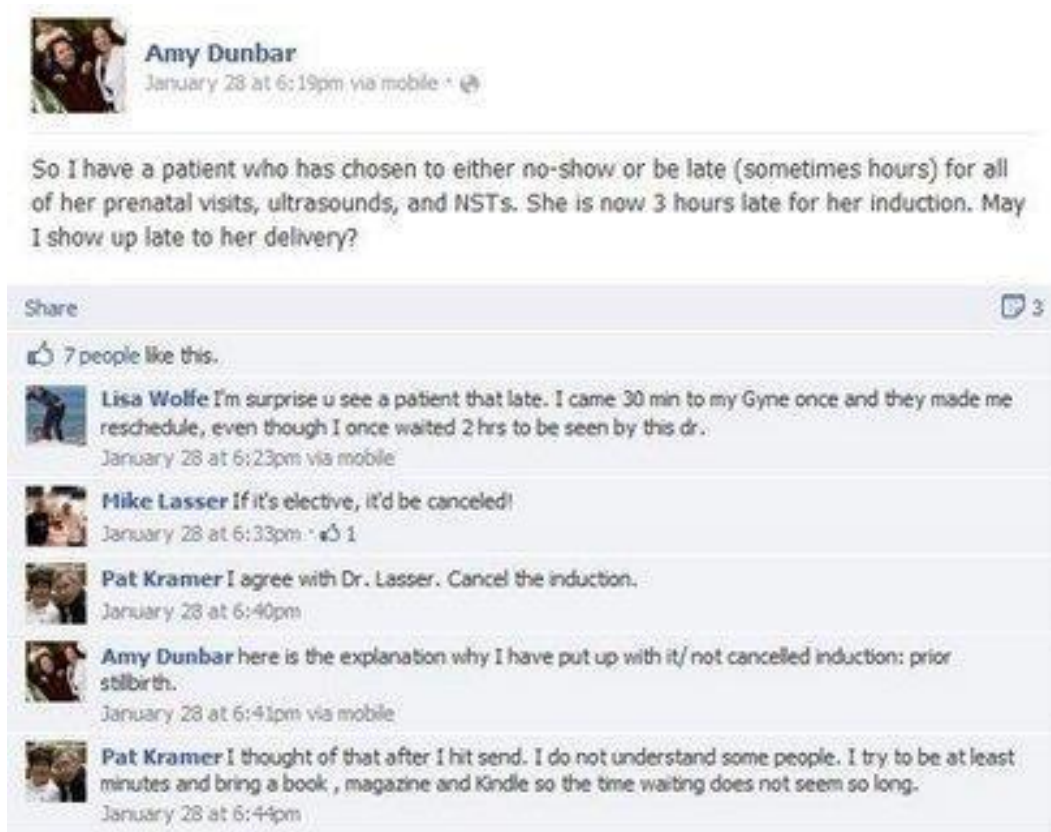
- Actress Sues Doctors For Posting Drunk Pictures of her on Facebook



Sleeping co-worker



Dr. Amy Dunbar: OB-GYN



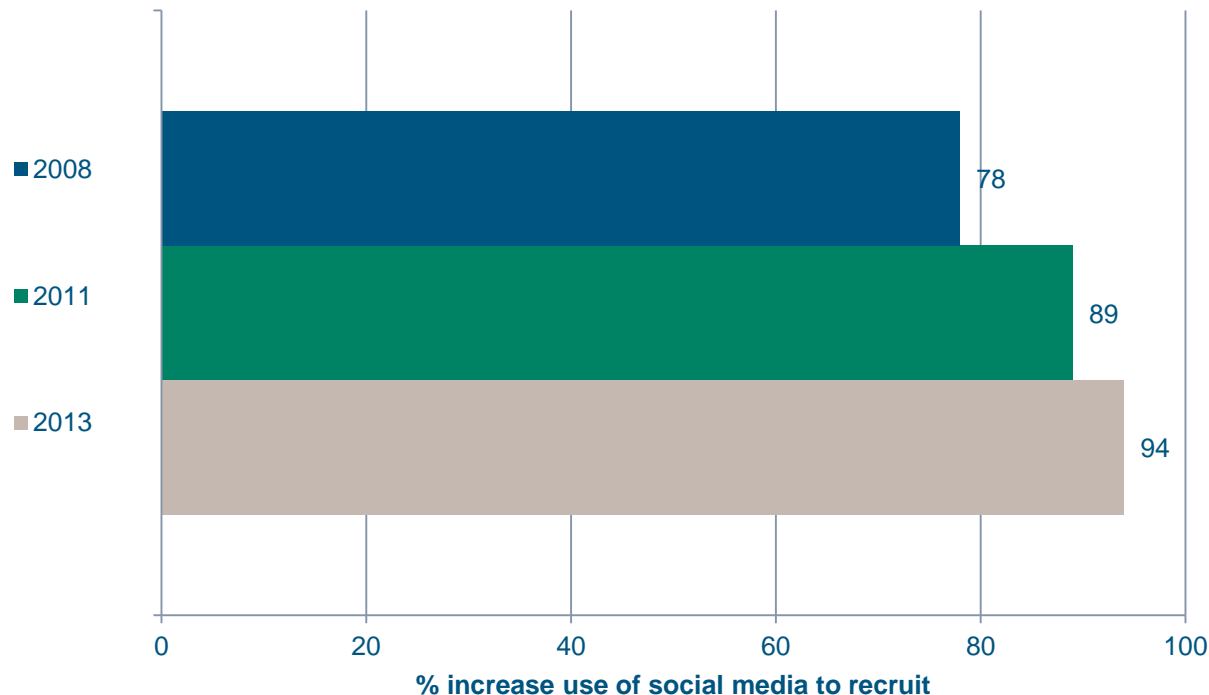
- OB-GYN in hot water After Posting Comment About Patient on Facebook

So, what if this was a nurse that posted this?

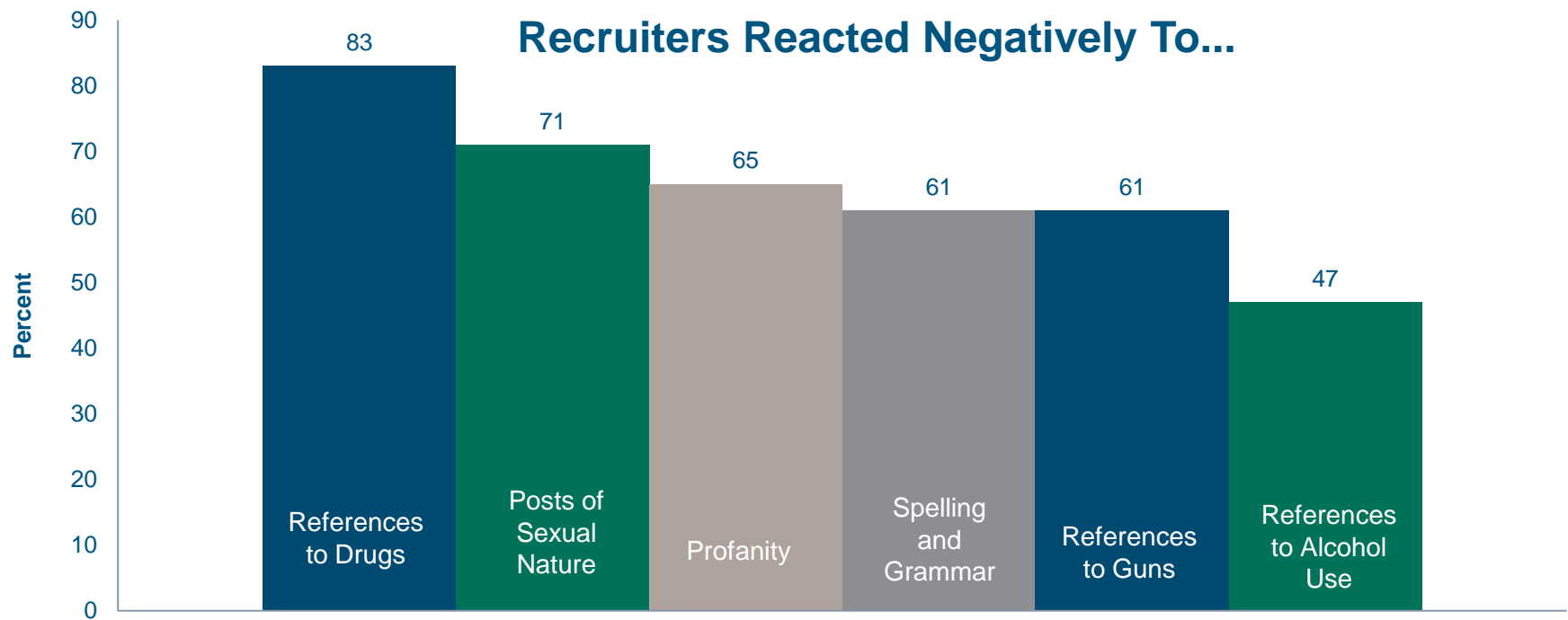
- Tex. Occ. Code section 301.405 requires the employing health care entity to report the termination of a nurse to the Board of Nursing (BON).
- BON may open an investigation if it determines the behavior was:
 - Unprofessional conduct
 - Unethical conduct
 - Moral turpitude
 - Revealing a privileged communication
 - Breach of confidentiality
- A 2010 survey of state boards of nursing indicated an overwhelming majority of responding BONs (33 of 46) reported receiving complaints that nurses violated patient privacy by posting photos or patient information on social networking sites. The majority (26 of the 33) reported taking disciplinary action based on those complaints.
- Disciplinary action reported ranged from issuing a letter of concern to placing conditions on or suspending a nurse's license.

Use of Social Media in Recruiting and Hiring Decisions

- More than 94% of recruiters and hiring managers use, or plan to use, social media for recruiting.
- The graph below shows the increase use of social media for recruiting purposes since 2008.



- 93% of recruiters are likely to look at a candidate's personal social profile.
 - 42% have reconsidered a candidate based on content viewed in a social profile, leading to both positive and negative reassessments.
- The graph below shows the types of posts to which recruiters reacted most negatively.



Use of Social Media in Recruiting and Hiring Decisions

- So, can I Google applicants?
 - Short and practical answer is NO
- Why?
 - The liability risks far outweigh the minimal benefits of obtaining any particularly relevant, accurate or job-related information
 - inaccurate and misleading info
 - Fair Credit Reporting Act rules apply
 - discrimination concerns
 - Hard to un-ring the bell once you find out something
- Best practice: If you can't ask about it in an interview, then you cannot find out about it via social media or on-line search engines

Social Media Guiding Principles

- Step back and think before you post
- Never think your posts are private – even if you have privacy settings
- Protect our patients identity and health information – they depend on you
- Don't like it, share it or comment on it if it appears questionable
- Be careful what you say about co-workers – you have to see them the next day
- What you say can and will be used against you – an might get you fired
- What you post is out there and will always be out there—Forever
- Stupid is as stupid does – don't be

QUESTIONS