Policy Title: Social Media

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PURPOSE

The purpose of this policy is to address the proper use of various forms of social media by residents and fellows. UT Southwestern supports the use of Social Media by its community as a way to facilitate communication.

GUIDELINES

1.) All material published on the web should be considered public and permanent. Nothing should be posted that would not be appropriate in a public forum, and all content should be respectful and professional.

2.) Residents should expect no privacy when using institutional or hospital computers.
   a. Internet use must not interfere with the timely completion of educational and clinical duties.
   b. Personal blogging or posting of updates should not be done during work hours or with institutional computers.

3.) The individual is responsible for the content of his/her own blogs/posts, including any legal liability incurred (i.e. HIPAA).
   a. Do not discuss any sensitive, proprietary, confidential, private health information or financial information about the institution (including but not limited to UT Southwestern and the affiliated health systems).
   b. Do not post anything that would do harm to UT Southwestern, its personnel, patients, or any patients treated by UT Southwestern faculty, staff or learners at any of the affiliated hospital partners.
   c. If you might be perceived as an agent of the UT Southwestern or an affiliated institution, make it clear in your postings that you are not representing the position of the University or affiliate. If you use any UT or affiliate trademark or logo, add a disclaimer that the posting may not necessarily reflect the views and positions of that institution.

4.) The tone and content of all electronic conversations must remain honest, respectful and professional. Language that is illegal, threatening, infringing of intellectual property rights, invasive of privacy, profane, libelous, harassing, abusive, hateful or otherwise injurious to any person or entity is prohibited.

5.) Relationships such as doctor-patient, faculty-student, and supervisor-subordinate merit close scrutiny in the Social Media world. Use good ethical judgment when posting and follow all University policies and all applicable laws/regulations such as, but not limited to, the Health Insurance Portability and Accountability Act (HIPAA) and the Family Educational Rights and Privacy Act (FERPA).

6.) Physicians and those who interact with patients should follow the guidelines promulgated by the American Medical Association (https://journalofethics.ama-assn.org/article/ama-code-medical-ethics-opinions-observing-professional-boundaries-and-meeting-professional), which specifically states, "If they interact with patients on the internet, physicians must maintain appropriate boundaries of the patient-physician relationship in accordance with professional ethical guidelines just as they would in any other context."

Corrective Action

In the event of a violation of this Policy, the University will take whatever corrective action is necessary to protect the integrity of the institution itself and its research and clinical projects and enterprises. In addition, it may at its discretion impose penalties upon the violator. The penalties for such violations may range from reprimand, suspension, to termination, and may depend upon the severity of the violation and what can be known about the intentions of the violator.