Social Media Guidelines
Summary
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1 Introduction

This guide, assembled by the Philip and Rita Rosen Department of Communications and Public Affairs (DCPA), will help you get the most out of social media for professional, official and personal use. It highlights key areas of concern, including privacy and legal issues, for Einstein faculty, administrators, staff and students.

This document contains highlights only. For a complete explanation of social media policies, see:

- Guidelines Concerning University-Related Social Media Profiles
- Supplemental Terms of Use
- General Guidelines for Use of Social Media
- Technology Resources Use Handbook for Faculty/Administrators
- Technology Resources Use Handbook for Staff
- Technology Resources Use Handbook for Students

2 What Does “Social Media” Mean?

“Social media” is most easily defined as websites where users gather to create and comment on content. Social media can be presented in a variety of ways and distributed by numerous companies. If you’ve read a blog or seen a Facebook post, you’ve interacted with social media.

In social media, you create something—a message, blog post, video or image—and post it to a social network or platform where other users gather to share messages. In some cases you are allowed to decide who gets to see it, but generally it’s out there for anyone using the Internet to see and comment on.

2.1 Purpose

Social media can be a great way to share and acquire knowledge, from chatting about ordinary life events to participating in highly targeted and beneficial conversations. Social media can provide the chance to gain information through these dialogues posted by you and others. Essentially, you become a content provider and consumer.

As a user of social media, you provide information via your “user profile.” You can be as generic or specific as you choose. Profiles range from a few words or a sentence to a full-blown biography. Profiles help establish your online identity and credibility; their length and style depend on the platform. For example, a Facebook profile is generally more casual and shorter than a LinkedIn profile.

2.2 Benefits

Using social media, you can:

- Ask a question/solve a problem
• Share/comment on breaking news (and be the first to do so as an eyewitness to an event or someone with keen insights into a topic)
• Share a video or audio clip
• Announce awards, project completions or new findings
• Request participation in clinical trials or events
• Discuss your opinion about a situation or solicit comments
• Promote collaboration by connecting interested parties to people in your network
• Research reaction to news, events and personal interests
• Establish valuable offline relationships by building credibility in social media

2.3 Potential Pitfalls

If you remember nothing else about social media, remember this: *anything you post can be tied to your name...forever.* (Many social media users don’t realize that Facebook and other platforms legally own the content that users post.) Choose your words, photos and anything else you post carefully.

*It's your reputation on the line.*

Be aware that what you post may have legal implications in the form of violations of the Health Insurance Portability and Accountability Act (HIPAA) or the Federal Education Records Protection Act. See “Privacy” (section 4.2) for more on this subject.

Postings can also have unforeseen and undesirable personal implications. Whatever you place on the Internet is generally permanent. That means a hasty criticism, personal attack or inappropriate photo that may have seemed humorous or justified at the time of posting could have long-term ramifications for employment, personal relationships and the integrity of your reputation. Remember, with increasingly powerful search engines and the quick pace at which content goes “viral,” nearly anything you post is discoverable with just a few clicks by interested parties.

3 Rules for Social Media Profiles

DCPA-approved staff members represent official school positions on social media administered by Einstein, such as Einstein’s official Facebook page and Yeshiva University–approved social media profiles.

Below please find rules for how to represent yourself in personal and/or in University-approved social media profiles.

3.1 For Personal Accounts

• If you name “Albert Einstein College of Medicine” or “Einstein” in your personal profile or discuss your affiliation as a faculty/staff member, administrator or student, please include a disclaimer letting others know that you’re speaking only for yourself and not the College of Medicine, unless
you’ve specifically been asked to do so. “Opinions are mine and not my employer’s” is one example of such a disclaimer. Although you don’t officially represent the College of Medicine, your behavior online may be thought to represent the school, so remember to conduct yourself professionally.

- If you are not mentioning Einstein on your personal social media accounts, your content falls outside the purview of these guidelines. However, you should conduct yourself in an appropriate manner, since many social media posts can be shared by third parties.

- You may not use any Einstein logo on your personal accounts.

- If you are not maintaining a University Social Media Profile and are posting content for personal or non-University use, any use of University names, marks or logos is expressly prohibited without prior authorization of CPA. This extends to social media text posts that may have University names, marks and logos and videos posted to any website or digital platform including YouTube. If you wish to use University names, marks and logos for this purpose, even if those appear in the background, CPA must approve the content in advance, before posting.

### 3.2 For Official Accounts

If a department, division, center or institute wishes to maintain an account on a social media platform, the designated administrators must fill out an online application. Existing “official” social media platforms created before September 6, 2011, will be grandfathered in and will be allowed to use their existing visual branding. However, administrators must still complete the application.

The criteria for approval for a new University-related social media profile include:

- Prior experience on social media platforms, either in an official capacity or in a responsible, frequent usage pattern in a personal capacity

- Knowledge of social media trends, etiquette and response patterns.

The following requirements apply for all newly approved Yeshiva University–related social media profiles at Einstein.

- Two administrators for each platform must be identified, and those individuals are responsible for posting and regularly monitoring appropriate content.

- DCPA must be given access to University-related social media profiles via either shared passwords or administrative privileges. This access will be used only in an emergency.

- **You may customize only one** of the two suitable logos for approved social media profiles shown here: [http://www.einstein.yu.edu/brandingzone/templates.asp](http://www.einstein.yu.edu/brandingzone/templates.asp)
4 Privacy

In social media, privacy applies to what you disclose about yourself and others, as well as what a social network can disclose about you—usually more than most people realize.

4.1 HIPAA

If the information you’re disclosing would violate privacy standards in person, it likely will do so online. The same holds true whether you’re discussing patients, research results, colleagues or products. It is a violation of the Health Insurance Portability and Accountability Act (HIPAA) to disclose protected health information online without written patient consent. Never share information that could lead to identification of a specific patient. Here are a few details that can result in a HIPAA violation: patient names, ages, case/diagnosis/treatment specifics, photos, billing and times and places of patient visits.

(For more details on HIPAA and privacy, please see http://www.hhs.gov/ocr/privacy/.)
4.2 Promoting Clinical Trials

All postings and references to clinical trial recruitment must be approved by Einstein’s federally mandated Institutional Review Board (IRB): [http://www.einstein.yu.edu/irb](http://www.einstein.yu.edu/irb).

Access to an advertising request form can be found [here](http://www.einstein.yu.edu/irb). It’s important to note that individual social media posts that direct users to clinical trial information and/or advertisements must also be approved by the IRB. Please contact Research Resource Navigator Eileen Shore at [eileen.shore@einstein.yu.edu](mailto:eileen.shore@einstein.yu.edu) who will review your request and get back to you. Individual posting to social media sites regarding clinical trial recruitment is not encouraged and requires case-by-case approval from the IRB. Eileen and her staff will post on your behalf to Einstein’s designated clinical trials Twitter feed.

4.3 Your Privacy

When referring to yourself, remember that every social media site has its own privacy policy with regard to information you provide and with whom and how it is shared. **Closely read these policies before sharing your personal details, and review them frequently.** Social networks can and do change their policies without notifying individual users, so be sure to review your settings often.

Due to the vast amounts of information it can display, we’d like to provide details about Facebook’s privacy settings here.

Facebook allows you to tailor who can view your personal content via its privacy settings. To get to these settings you must log in to your Facebook account and then go the Privacy Settings and Tools page [here](http://www.facebook.com/your_account).

Once there, you have a number of options from which to choose regarding which parts of your account are shared and with whom.

Facebook divides the settings into two groups: **Who can see my stuff?** and **Who can look me up?** In this example, we will look at the setting, “Who can see your future posts?” to provide an example of how to configure your privacy settings.
In these settings, you can choose to display information to one of the following: Public, Friends, Only Me or Custom. These choices will determine how your information is viewed and who gets to see it.

As Facebook adds features, it may change or include new settings. Because there are so many options, we recommend that you refer to Facebook’s help section. It’s the best source for becoming familiar with where the settings/layouts are located and how they function. [https://www.facebook.com/help/](https://www.facebook.com/help/)

For more details on how privacy works on Facebook and Twitter, see the Q&As in section 5.2.

### 4.4 Your Identity and “Friending”

When setting up an online profile, consider whether it is for professional or personal purposes. If you believe patients or clients will try to contact or “friend” you via social media, remember that the standards of physician-patient relationships are the same online as they are as offline. In such instances, it might be best to keep separate personal and public social media accounts. Share on the personal account as you would with your in-person friends; share with patients in the public account as you would in an office or other professional setting.

### 5 Tips on Using Social Media

#### 5.1 Reaching Out

The following tips can help you have a positive social media experience, whether using a personal or an official account.

**Be helpful**—Answer questions and post useful links to provide information and resources that enrich knowledge and help people solve problems. Doing this consistently builds trust and encourages others to share your posts, and ultimately expands your social media footprint.

**Be courteous**—Start slowly and learn the etiquette of the social network you’re on. Don’t just talk about yourself or promote your accomplishments. This turns off the social media community instead of engaging it.
Be attentive—Make sure you are listening as much as you are posting or you might miss an opportunity to contribute.

Be professional—If you’re upset by something you’ve read, avoid conflict. Step away from the screen and take a deep breath before responding. Establish a separate account for personal thoughts you don’t want to share with professional colleagues.

Be alert—Don’t post when tired. You might say something you didn’t intend to.

Be consistent—Don’t try to be everywhere on every platform. Post useful information as frequently as you comfortably can. Regular activity (versus bursts of posts) helps foster trust and support.

Be yourself—This may be the most important tip. Speak your mind. Share your ideas. Remember, this is “social” media. Your posts might range from humorous to insightful—from a specific topic to several. The most important thing is for you to be authentic and not “canned”—especially when posting from official pages. Einstein as a brand has a personality, and it should be reflected in what you post on a Yeshiva University–related Social Media Profile (within the appropriate guidelines).

5.2 Facebook and Twitter Q&A

Here are some important responses to frequently asked questions about the two most popular networks, Facebook and Twitter, which collectively have about 900 million users as of this writing.

Commonly Asked Facebook Questions

1. What does it mean to “like” a page?

A page can belong to a person or a business. Liking a page is the equivalent of giving the page a “thumbs up,” signaling to your Facebook connections that you appreciate its content and letting the page owner know that you approve of it as well.

2. What about my privacy? If I like a page, how much information about me is available to the page owner?

If you visit a Facebook page and like it or you like an organizational or individual page simply by clicking “like” on its website, you may be sharing detailed information about your personal profile with the page owner. This depends on how you’ve configured your privacy settings (section 4.3).

Organizations and individuals often display on their own pages a list of who likes the pages. These lists may include your profile photo and first name, and information that you’ve elected to make public on Facebook.

You can choose to reveal almost no information about yourself in your profile or a great deal of information, depending on your comfort
level. *The important thing to remember is that what you reveal on your profile is available to any page owner you like.*

3. **Is there any way to see Facebook content without revealing profile information?**

Yes. If you merely visit a page and do not indicate that you like it, you can see its content without the page owner having access to your full profile. The page owner may, however, see an abbreviated version of your profile.

4. **So what’s the benefit of liking a page?**

One benefit of liking a page is the opportunity to build relationships with the page owner and others who like the page. Also, when you like a page, it’s possible that new posts from the page owner will appear on your Facebook newsfeed, allowing those viewing your news feed to see that content.

By liking a page, you’ll be among the first to learn of any new developments, giveaways, contests or other news from the page owner.

5. **Is there any way to like a page but not have content appear on my newsfeed?**

Yes. Just place your cursor to the right of a message from that page on your newsfeed. You should then see options to hide a single message or all messages from a particular page or user.

![Hide Options](image.png)

Commonly Asked Twitter Questions

1. **What does it mean to “follow” a personal or organizational profile on Twitter?**

Much as on Facebook, a Twitter follow tells those who follow you that you approve of or are interested in that profile’s content.

Choosing to follow another user’s account means you’ll see all new material posted by that account in your stream of messages. It also means that you can receive direct (private) messages from the account you’re following. In addition, your account may be displayed in a list of who is following that page.

2. **I’ve heard that Twitter is one-sided. For instance, if I follow a person or organization (brand) but that entity doesn't follow me, what does that mean?**
Twitter can be one-sided. On Facebook, accepting someone as a friend means you both immediately have equal opportunity to comment and share. Not so on Twitter. An example: You decide to follow a major celebrity or professional athlete. That person can see that you’re following him or her, access your profile and send you direct messages. And anything that person posts will appear in your stream. However, unless that person decides to follow you back, you will not appear in that person’s news stream and will not be able to send direct messages. Not everyone you follow will follow you.

3. **So what’s the benefit of following a person or organization (brand) if that entity doesn’t follow back?**

First, a list of those you follow is made public on your Twitter page. This helps those visiting your page better evaluate your interests and those whose opinions you find interesting (and worthy of following). By following interesting people, you become better informed and entertained and can become a conduit for great content. We strongly encourage you to create content as well, but you can actually be a great resource by choosing an interesting collection of people to follow, and commenting on and retweeting their content.

4. **What tactics can I use to get those whom I follow to follow me?**

Follow closely what the person or organization is tweeting about and comment. Use @ replies to acknowledge publicly that you like a particular post or point of view. An @ reply is the written equivalent of a “hey you.” This attention grabber (which is public on all of Twitter) may cause the person or entity to take notice of you and consider following you back. Try being thoughtful or humorous; you might just win that person/entity over and convince the person or organization to follow you!

5. **What are the main benefits of Twitter and of Facebook?**

The platforms are different. On Twitter, you have 140 characters (best practice is to use 120 characters to leave room for links) to make your point; on Facebook you have 63,206 characters to update your status or post to your newsfeed, and there is unlimited space to leave comments on posts. On Facebook, there are more lengthy conversations taking place. A Twitter page tends to be faster paced, with lots of daily posts. Twitter can also act as a headline service, often breaking news before traditional sources and driving people to Facebook or other platforms to obtain more details about a story, topic, contest or other content in a more robust way. Many people and organizations find that using Twitter and Facebook together works well for them and the two platforms can complement each other.

6. **What about privacy?**

On Twitter, privacy is pretty straightforward. Unless you protect your posts, meaning you’ll have to approve each user who wants to read your messages, all of your tweets can be seen by anyone on Twitter. Privacy is generally much more of a concern on Facebook.

5.3 **LinkedIn and Your Career**

Most social networks feature expressions of personal opinion. LinkedIn, however, is designed as a professional platform.
LinkedIn is a popular career-development and networking website, boasting over 100 million users worldwide—including approximately 60 percent of Einstein’s employees. Users list their jobs, professional achievements, associations, education and resumes.

Many find that LinkedIn is a useful tool for maintaining relationships with current and former colleagues and classmates. In addition, through its groups, you can make connections with others who have similar interests and objectives. It also presents a way to research organizations you’re interested in contacting, as many of them use LinkedIn to post information and seek business opportunities.

There are many active users who regularly exchange news and research in their fields, share insights and ask and post answers to questions on LinkedIn, but most users don’t use the portal as frequently as they use other platforms, such as Twitter and Facebook.

For a list of resources to help you get the most out of LinkedIn, go to: http://linkedintelligence.com/smart-ways-to-use-linkedin/.

5.4 Special Circumstances: When to Contact DCPA

There may be times when you see something on social media that you think warrants the attention of—or maybe even a response from—someone at Einstein.

If a member of the media gets in contact with you on a Yeshiva University–approved social media platform, immediately refer that person to DCPA at socialmedia@einstein.yu.edu or 718.430.3101.

DCPA regularly monitors online conversations for mentions of Einstein. However, if you come across information posted on a blog, social network or other public online forum that you think the College of Medicine should follow up on, e-mail us at socialmedia@einstein.yu.edu and we will investigate and determine the appropriate action.

Be aware that on any social media platform information may sometimes be created by others looking to harass members of Einstein’s faculty, staff or students. If you encounter such postings, don’t try to counter them yourself. E-mail DCPA at socialmedia@einstein.yu.edu and we will help determine the most appropriate corrective action.

5.5 Conclusion

Social media can provide exciting opportunities to connect and engage. It can remove barriers between groups and individuals and forge partnerships. A robust exchange of information and ideas happens daily on a local, regional, national and global basis. Still, those benefits can also pose challenges. Remember, what you post remains searchable for a long time (and, with emerging technology, possibly forever). Since you own your words and your words shape your reputation, choose them carefully. That said, we encourage you to enter discussions on subjects about which you’re passionate and to follow us on various official Einstein social networks. Let us know you’re there so we can help expand your social reach. See the sidebar on page3 for where to find us.
6 Useful Links

6.1 Popular Social Networks
The following networks are constantly changing, so be sure to check them regularly for updated information. Each of them has extensive Help or Frequently Asked Questions sections.

- **Facebook**—Allows you to share conversations, along with photos and videos, with people you know. [http://www.facebook.com/help/?guide](http://www.facebook.com/help/?guide)
- **Twitter**—Lets you tell a story or share thoughts and information in up to 140 characters. [http://support.twitter.com/groups/31-twitter-basics/topics/104-welcome-to-twitter-support/articles/215585-twitter-101-how-should-i-get-started-using-twitter](http://support.twitter.com/groups/31-twitter-basics/topics/104-welcome-to-twitter-support/articles/215585-twitter-101-how-should-i-get-started-using-twitter)
- **YouTube**—Allows you to share and post videos and make comments about them. [http://www.youtube.com/t/about_getting_started](http://www.youtube.com/t/about_getting_started)
- **LinkedIn**—Helps you establish or reestablish business contacts. [http://www.linkedin.com/static?key=what_is_linkedin&trk=hb_wat](http://www.linkedin.com/static?key=what_is_linkedin&trk=hb_wat)
- **Google+**—Share thoughts, images and links. [https://support.google.com/plus/?hl=en#topic=3049661](https://support.google.com/plus/?hl=en#topic=3049661)
- **Pinterest**—Create and share photo collections of things you enjoy. [http://about.pinterest.com/](http://about.pinterest.com/)

6.2 Helpful Resources
- **Centers for Disease Control and Prevention Social Media Toolkit**—A comprehensive overview and easy-to-understand guides on social networks. [http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf](http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf)
- **Social Media University Global**—A website that "uses social media to help you learn social media." Founded by the director of social media at the Mayo Clinic. [http://social-media-university-global.org/](http://social-media-university-global.org/)
- **All Facebook**—A site that bills itself as the “unofficial user’s guide” to Facebook. [http://www.allfacebook.com/](http://www.allfacebook.com/)
- **All Twitter**—A sister site to All Facebook, covering happenings that affect Twitter users. [http://www.mediabistro.com/alltwitter/](http://www.mediabistro.com/alltwitter/)
- **Mashable.com**—A web technology site that covers many different facets of social media, including technology and how it’s used. [http://mashable.com](http://mashable.com)
- **Soshable.com**—A blog following the latest developments in social media. [http://soshable.com/](http://soshable.com/)

6.3 Einstein Social Media Directory

**Official DCPA Platforms:**
• Twitter: http://twitter.com/EinsteinMed
• Facebook: http://facebook.com/einsteincollegeofmedicine
• YouTube: http://youtube.com/EinsteinCollegeofMed
• LinkedIn: http://www.linkedin.com/company/albert-einstein-college-of-medicine
• Google+: https://plus.google.com/u/0/111507202463091285794/posts
• Pinterest: http://pinterest.com/einsteinmed/

Other Existing Platforms:

Albert Einstein Cancer Center
• Twitter: http://twitter.com/ae_cancercenter

Albert Einstein College of Medicine Alumni Association
• Facebook: https://www.facebook.com/EinsteinAlumni?ref=pb

Einstein Careers
• Twitter: https://twitter.com/EinsteinCareers

The Center for Epigenomics at Albert Einstein College of Medicine
• Twitter: http://twitter.com/EpgntxEinstein

College of Medicine Department of Medicine
• Facebook: https://www.facebook.com/pages/Albert-Einstein-College-of-Medicine-Department-of-Medicine/203304507969?ref=pb
• Twitter: http://twitter.com/einsteinmedicin

Computer Based Education at Albert Einstein College of Medicine
• Twitter: http://twitter.com/myalbertcbe

D. Samuel Gottesman Library of Albert Einstein College of Medicine
• Twitter: http://twitter.com/EinsteinLibrary
• YouTube: https://www.youtube.com/channel/UCqn3RI2gluZe3fZ73oxOBng

Einstein Emerging Leaders
• https://www.facebook.com/EINSTEINEL
Einstein Graduate Programs (PhD & MD/PhD)
• Twitter: http://twitter.com/EinsteinPhD

The Einstein Journal of Biology and Medicine

Einstein Pathology Department
• Twitter: http://twitter.com/EinsteinPath