



Mount Sinai Health System Social Media and Digital Communications Policy

Department of Digital and Social Media



Mount
Sinai




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This policy is intended to guide your participation in, and your personal and professional use of social media and other digital communications tools. However, with the rapidly changing nature of technology and social media, we encourage you to contact us with any questions that come up along the way.

Social Media Policy

This document outlines appropriate standards of conduct related to all electronic information (text, image or auditory) that is created or posted externally anywhere on the internet, whether social media sites by employees, faculty, physicians, trainees, and students affiliated with Mount Sinai (“Personnel”). Examples include, but are not limited to: text messages, media messaging service (MMS), X[®] (formerly Twitter), Facebook[®], LinkedIn[®], YouTube[®], and all other social networks, organizational websites, independent websites (personal, microsites, or off-the-ranch sites), blogs, wikis, and similar entities or other websites. This policy applies to future media with similar implications. It also applies whether Personnel are posting to: Mount Sinai hosted sites; social media in which one’s affiliation is known, identified, or presumed; or a self-hosted site, where the views and opinions expressed are not intended to represent the official views of Mount Sinai.

This policy does not affect email communications where the recipient is clearly identified by the sender. Please refer to the Mount Sinai Health System’s Computer and Communication Security Policy for information on email use policies.

Nothing in the policy is intended to interfere with, restrain, or prevent employees from engaging in concerted activity protected by the law or reporting to or cooperating with legal authorities.

Reference to Other Policies

All existing policies of the Mount Sinai Health System apply to Personnel in connection with their social media activities. A list of relevant policies is included at the end of this document.



Best Practices

Everyone who participates in social media activities or digital communications should understand and follow these simple but important best practices:

1. Take responsibility and use good judgment. You are responsible for the material you post on personal blogs or other social media. Be courteous, respectful, and thoughtful about how others may perceive or be affected by postings. Incomplete, inaccurate, inappropriate, threatening, harassing, discriminatory, or poorly worded postings may be harmful to others. They may damage relationships, undermine Mount Sinai's brand or reputation, discourage teamwork, and negatively impact the institution's commitment to patient care, education, research, and community service. The Mount Sinai Health System does not tolerate hate speech.

2. Think Before You Post. Anything you post is highly likely to be permanently connected to you and your reputation through Internet and email archives. Future employers can often have access to this information and may use it to evaluate you. Take great care and be thoughtful before placing your identifiable comments in the public domain.

3. Protect Patient Privacy. Disclosing information about patients without written permission, including photographs or potentially identifiable information, is strictly prohibited. These rules also apply to deceased patients and to posts in the secure section of your social media profiles that is accessible by approved friends only.

4. Protect Your Own Privacy. Make sure you understand how the privacy policies and security features work on the sites where you are posting material.

5. Respect Work Commitments. Ensure that your blogging, social networking, and other external media activities do not interfere with your work commitments.

Best Practices

6. Identify Yourself. If you communicate on social media about Mount Sinai, disclose your connection with Mount Sinai and your role at the Institution. Use good judgment and strive for accuracy in your communications. False and unsubstantiated claims, and inaccurate or inflammatory postings may create liability for you.

7. Participation in Political Activity and Expression of Political Views. As a non-profit organization, Mount Sinai Health System (MSHS) is prohibited from engaging in political activity, such as endorsing or opposing candidates for political office. This restriction extends to all MSHS-sponsored social media platforms and accounts used for Mount Sinai business. Employees are free to engage in political activities in their capacity as private citizens. However, they may not do so on any MSHS-sponsored platform. Employees or students who reference their affiliation with Mount Sinai in their social media profiles or other posts must include a disclaimer stating, “The views expressed are my own and do not represent those of the Mount Sinai Health System.”

8. Respect Copyright and Fair Use Laws. For Mount Sinai’s protection as well as your own, it is critical that you show proper respect for the laws governing copyright and fair use of copyrighted material owned by others, including Mount Sinai’s own copyrights and brands.

9. Protect Proprietary Information. Do not share confidential or proprietary information that may compromise Mount Sinai’s business practices or security. Similarly, do not share information in violation of any laws or regulations.



Best Practices

10. Seek Expert Guidance. Consult with the Marketing and Communications Department if you have any questions about the appropriateness of materials you plan to publish or if you require clarification on whether specific information has been publicly disclosed before you disclose it publicly. Social media may generate interest from the press. If you are contacted by a member of the media about a blog posting or information of any kind, related to the Mount Sinai Health System, contact the Press Office, a division of the Marketing and Communications Department, at (212) 241-9200 or newsmedia@mssm.edu

Applicable Policies

These policies include, but are not limited to: Use or Disclosure of Protected Health Information (PHI) or Confidential Mount Sinai Materials; Computer Use Policy; Use of Mount Sinai's Trademarks and Proprietary Information; Electronic Communications; Confidentiality of the Medical Record; Camera and Video Recorder Use; Portable Electronic Devices; Human Resources Policies 13.5 (Electronic Mail/Email) and 13.6 (Internet Use); and all professionalism policies and codes of conduct. Policies not listed above that are in the Human Resources Manual, the Faculty Handbook, the Housestaff Manual, the Student Handbook and the Bylaws of the Hospital Staff also apply.

Violation of the Social Media and Digital Communications Policy

1. Personnel who are uncertain whether content and/or comments they intend to post on a social media network constitute a violation of the Social Media and Digital Communications Policy, should contact the Social Media Department, who can be reached at socialmedia@mountsinai.org.

2. Any violation of the Mount Sinai Health System Social Media and Digital Communications Policy may result in disciplinary actions up to and including termination of employment or dismissal.

Social Media Resources

Social Media Department Contact Information

socialmedia@mountsinai.org

For all social media resources, visit our [Social Media HQ:](#)

socialmedia.mountsinai.org

