



ETSUHealth

ETSU Health Social Media Guidelines

(Updated 3/23)

ETSU Health departmental social media accounts (such as those for residencies) are a great way to reach followers who are interested in particular programs. Patient-facing ETSU Health entities should submit content to etsuhealthprojects@etsu.edu to be posted on the main ETSU Health accounts. Those interested in developing patient-facing clinic accounts should email marketing for guidance in addition to these guidelines.

These guidelines are maintained by ETSU Health marketing. For questions and more information, or if you are developing a new social media channel, please email etsuhealthprojects@etsu.edu.

- Please update accounts regularly. Post something at least two times per week, even if the post is not original content (share or retweet). Only share content from professional, reputable sources.
- Delete all unused social media profiles.
- Give appropriate credit to assets shared on social media and follow copyright law. Obtain permission before posting something that is not your own original content or original content from a campus organization or a professional organization. If you are unsure whether you are allowed to share something, contact ETSU Health Marketing.
- Please use profile photos with an updated logo appropriate to your program.
 - If a residency program account, this should be Quillen's stacked academic logo. Your cover photo should include your department's academic logo.
 - If a patient-facing clinic account, your profile photo should be the ETSU Health stacked logo or an approved image of the clinic's exterior. Your cover photo should feature your clinic's logo or related program logo.
- Remove profile and cover photos that include any outdated or unused logos.
- Respond to posts, comments and tweets from followers. Check the communication daily and respond in a timely manner, even if the first piece of communication is simply, "We will find out the answer to your question and respond soon."
 - Responding in a timely manner means within 24 hours on week days, and the next business day if the message is received on a weekend or holiday.

- Immediately alert ETSU Health marketing at ETSUHealthProjects@etsu.edu should someone contact your profile with sensitive concerns or complaints.
 - Please contact Public Safety IMMEDIATELY if you receive any threats, dangerous, or otherwise troubling comments or posts on social media.
- **ALL** ETSU Health affiliated social media accounts **MUST** have at least two administrators. This is to safeguard the page in the case where an admin changes jobs, goes on vacation, or is otherwise unable to post content or respond to message.
 - If your profile is a patient-facing clinic account or program, a member of the ETSU Health marketing team should be one of your page administrators or have login access to your profile. Those posting to such accounts should be familiar with HIPAA marketing guidelines and have completed ETSU's HIPAA marketing training.
- Make sure that ETSU Health Marketing knows your departmental or clinical social media handle so the ETSU Health account can interact with your page.

Posting Guidelines

- Please consider that posts are reflective on the ETSU Health brand as a whole and keep the tone engaging and conversational but always professional and polite. Keep personal opinions on your personal social media and maintain an inclusive, welcoming clinic page.
- Make sure you post in a way that promoted community, such as using “we” rather than “I.” For example “We invite you to join us for (name of event).”
- Accuracy: All posts should be accurate and honest. Do not mislead or misinform audiences with unclear or inaccurate posts to social media.
- Do not post confidential or private information on social media. Follow FERPA and HIPAA policies. **At no time should your account post any protected health information of any kind. HIPAA protected information shall only be obtained and posted through ETSU Health Marketing & Communications' official channels.** Discuss with the clinic administrator any questions that arise about what should be kept private and confidential. If there is still a question, please call ETSU Health Marketing.
- Social media accounts are a great way to keep the community informed about events and aware of new providers within your department or clinic. However, effective use of social media goes beyond providing information. Use your account to enhance the ETSU Health experience for patients. Often times, social media is the first thing the public sees. Your account is a reflection on ETSU Health as a whole.
- Please be respectful and thoughtful in responses, even if your page receives criticisms.

Photo Guidelines

- You may post photos and that are taken by ETSU photographers or videographers. At no time should your account post any protected health information of any kind, including patient photos. HIPAA protected information shall only be obtained and posted through ETSU Health Marketing & Communications' official channels.
- At no time should you repost or share patient content, including reviews.

Report Online Bullying and Abuse

- Do not engage in negative commentary, insults, or attacks. Please contact ETSU Health Marketing, and we can help you decide how best to handle the situation.
- Please contact Public Safety IMMEDIATELY if you receive any threats, dangerous, or otherwise troubling comments or posts on social media.

ETSU Health Accounts

ETSU Health has a presence on several social media platforms, and they are utilized in a strategic, specific way. Please follow these guidelines for your clinical social media accounts as well.

Facebook

- Facebook is where many ETSU Health patients may have accounts. There, we can share ETSU Health news, photography, general health and wellness information, and any educational and important announcements.

Twitter

- Twitter is a faster-paced platform where we share quick news bites. It's a high-energy platform and requires more consistent monitoring.

Instagram

- Instagram is a photo-driven platform and therefore more challenging to maintain within HIPAA compliance. Use caution when creating these accounts that all who have access are knowledgeable of our guidelines and of HIPAA compliance.

LinkedIn

- LinkedIn is a professional platform for employee engagement, job postings, and industry news. It is ideal for engaging current students, employees and those within the health care field, rather than prospective students and patients.

TikTok

- ETSU Health does not have a companywide account on this platform. This short-form video platform is most popular among Gen Z (those born 1995-2012). Quality content for this platform

is often time consuming to plan and produce and can be a HIPAA risk due to being video driven. It is prohibited on federal devices due to security concerns and restricted from state-issued devices in several states. Use caution when pursuing this platform.

Advertising

If you are interested in advertising on social media, contact ETSU Health Marketing at etsuhealthprojects@etsu.edu