



# Mayo Clinic Social Media Policy Big Brother or Andy Warhol?

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# Objectives

- Understand the importance of social media use to the Mayo Clinic Mission
- Identify and understand fundamental issues that must be addressed to develop an appropriate social media policy
- Provide an outline for creation of a program or institutional social media policy
- Identify mechanisms to promote compliance

## Social Media

### Do we have to participate?

- Others will still be talking about you
- Trainees are all involved
- Can't control but can manage
  - Clear policies
  - Awareness and education
  - Monitoring

**myspace**

**Sign up**

**Login**

Search People



**Music**

**Video**



# Mayo Clinic



## Stream

**All**

**Music**

**Videos**

**Photos**

**Topics**

**Status**

**More ▼**

# Mayo Clinic Rochester, Minnesota



# Why Patients Come to Mayo Clinic

- 84% word of mouth
- Accelerated by social media tools



**Lady Gaga**  
**@ladygaga** New York, NY  
*mother monster*  
<http://www.ladygaga.com>

About @ladygaga

<b>1,071</b> Tweets	<b>141,213</b> Following	<b>15,054,936</b> Followers	<b>221,948</b> Listed
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# Impact of YouTube

Mayo Clinic atrium piano, charming older couple...

jodihume

4 videos

Subscribe



# Mayo Clinic Involvement

- [YouTube](#)
- [Facebook](#)
- [Yammer](#)
- [Twitter](#)
- [News Blog](#)
- [Sharing Mayo Clinic - Patient blog](#)
- [Podcasts](#)
- [Mayo Clinic Social Network](#)

# Ulnotriquetral (UT) Ligament Split Tear

## Richard Berger, M.D., Ph.D.



## Fortuitous Twitter chat, Jayson Werth story led to end of wrist pain



Less than 24 hours after my initial appointment, I not only had a new diagnosis – a UT split tear – but had surgery to correct the problem. As I write this, my right arm is in a festive green, but otherwise annoying cast. The short-term hassle, however, should be more than worth the long-term gain – the potential for a future without chronic wrist pain. A future, that without Twitter and those in the medical community willing to experiment with new communication tools, might not exist for me.

**Richard Berger, M.D., Ph.D.**

“...Social media has driven this [new surgical procedure] into practice in less than 2 years, when it takes 17 years on average”

# Spontaneous Coronary Artery Dissection: A Disease-Specific, Social Networking Community–Initiated Study

MARYSIA S. TWEET, MD; RAJIV GULATI, MD, PHD; LEE A. AASE, BS; AND SHARONNE N. HAYES, MD

**OBJECTIVE:** To develop and assess the feasibility of a novel method for identification, recruitment, and retrospective and prospective evaluation of patients with rare conditions.

**PATIENTS AND METHODS:** This pilot study is a novel example of “patient-initiated research.” After being approached by several members of an international disease-specific support group on a social networking site, we used it to identify patients who had been diagnosed as having at least 1 episode of spontaneous coronary artery dissection and recruited them to participate in a clinical investigation of their condition. Medical records were collected and reviewed, the original diagnosis was independently confirmed by review of imaging studies, and health status (both interval and current) was assessed via specially designed questionnaires and validated assessment tools.

**RESULTS:** Recruitment of all 12 participants was complete within 1 week of institutional review board approval (March 18, 2010). Data collection was completed November 18, 2010. All participants completed the study questionnaires and provided the required medical records and coronary angiograms and ancillary imaging data.

**CONCLUSION:** This study involving patients with spontaneous coronary artery dissection demonstrates the feasibility of and is a successful model for developing a “virtual” multicenter disease registry through disease-specific social media networks to better characterize an uncommon condition. This study is a prime example of patient-initiated research that could be used by other health care professionals and institutions.

# Recruitment Season

## Mayo Clinic Anesthesiology Residency Interview

October 25, 2009



The following entry summarizes my experiences interviewing for the anesthesiology residency program at the Mayo Clinic in Rochester, Minnesota. I enjoyed my time at Mayo, and hope that this entry proves useful for other medical students on the interview trail :)

First of all, the Mayo Clinic was an out-of-state facility, and roughly five hours away from Chicago by car. The Mayo Clinic graciously provided fully-subsidized housing for invited medical students, and had students stay at a middle-tier hotel [Staybridge Suites] located immediately across from one of the Mayo Clinic's primary hospitals.

- Student Doctor Network
- Personal blogs

# Recruitment



mayo school of graduate medical education

Search

Browse

Movies

Upload

## Search results for mayo school of graduate medical education

About 25 results

Filter



**Cute neighbor fail**  
How not to handle your cute neighbor  
by ColdShowerChallenge **49,892 views**

Promoted Videos



**Mayo School of Graduate Medical Education Emergency Department Residency Program**  
Want to learn more about the Emergency Department resident and fellowship program at the Mayo School of Graduate Medical Education? Take a look...  
by mayoclinic | 9 months ago | **685 views**



**Mayo Clinic Excellence and Mayo School of Graduate Medical Education**  
Mayo Clinic is a nonprofit, worldwide leader in medical care, research and education. It is the first and largest integrated group practice in the ...  
by mayoclinic | 1 week ago | **95 views**



**Rochester, Minnesota Lifestyle - Mayo School of Graduate Medical Education**  
Rochester is Minnesota's third largest city, with a population of approximately 1,060,000 people. It is located about 80 miles south of Minneapolis ...  
by mayoclinic | 1 week ago | **228 views**



**Mayo School of Graduate Medical Education Overview**  
If you're seeking world-class residency or fellowship training, breakthrough biomedical research, and a multidisciplinary team approach to ...  
by mayoclinic | 5 days ago | **109 views**



**Life as a Learner in Mayo School of Graduate Medical Education**  
Few academic institutions can offer you Mayo Clinic's depth of experience and commitment to your success. Mayo's experienced faculty is passionate ...  
by mayoclinic | 1 week ago | **49 views**



by FlirtVideo | 51 v



Double



# Exponential Growth in Social Media

## The Mayo Response



# Mayo Clinic Center for Social Media

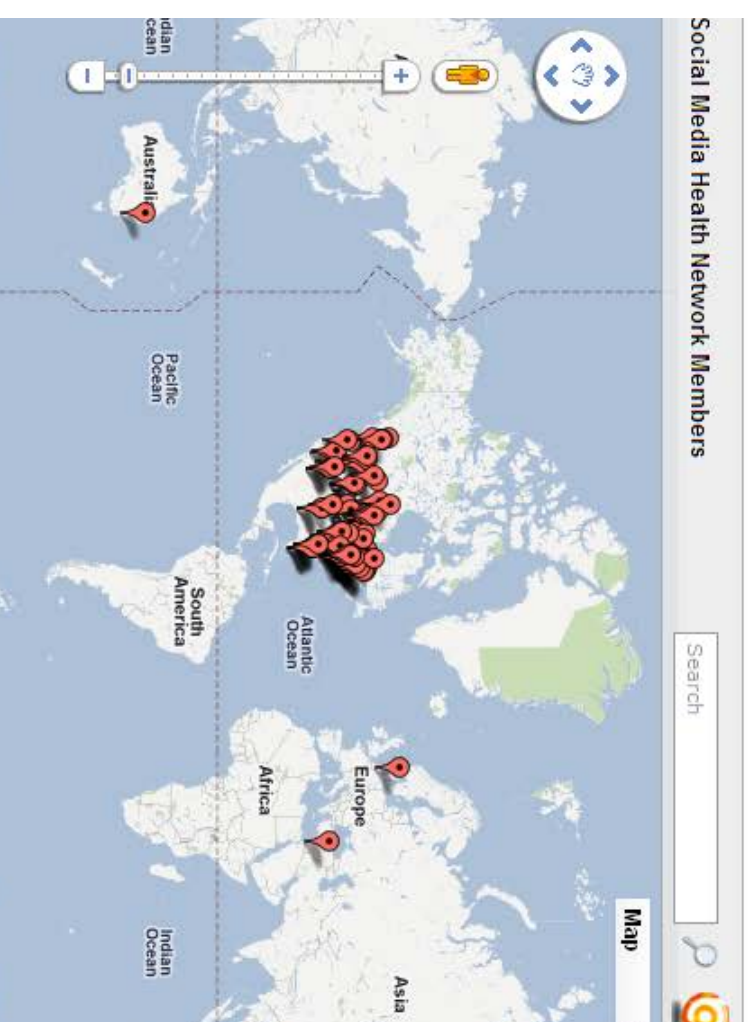
- August 2010
- Improve health globally
  - Accelerating effective application of social media tools throughout Mayo
- Spur broader and deeper engagement in social media by hospitals, medical professionals and patients

# Mayo Clinic Center for Social Media Mission

- Lead the social media revolution in health care, contributing to health and well being for people everywhere
  - Grow social media use by Mayo
  - Create resources for use at Mayo
  - Share resources with organizations wanting to use social media in health and health care

# Social Media Health Network

- Membership group associated with Center
- Organizations that want to use social media to promote health, fight disease, and improve health care
- Dues based on organization revenues
- [>80 member organizations](#)



**WARNING**

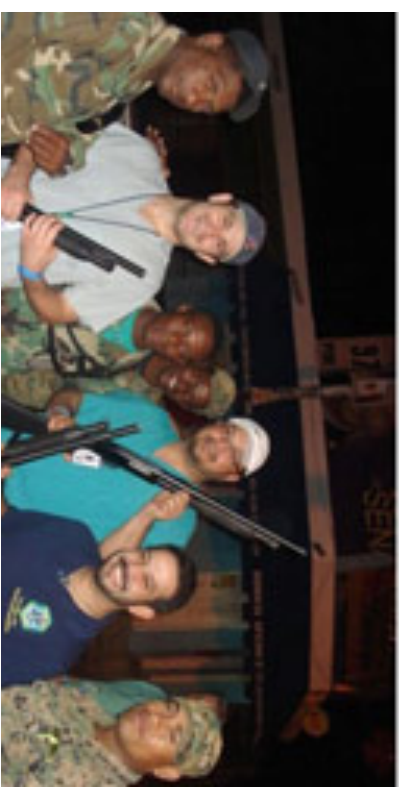


**CHALLENGES  
AHEAD**

# Unique Challenges of Social Media

Dan Goldman, J.D.

- Speed
- Reach
- Generation of “Lifecasters”
- Blurring of professional/public lines



FROM FACEBOOK.COM

# Facebook activity of residents and fellows and its impact on the doctor—patient relationship

Ghassan Moubarak,<sup>1</sup> Aurélie Guiot,<sup>2</sup> Ygal Benhamou,<sup>3</sup> Alexandra Benhamou,<sup>4</sup>  
Sarah Hariri<sup>4</sup>

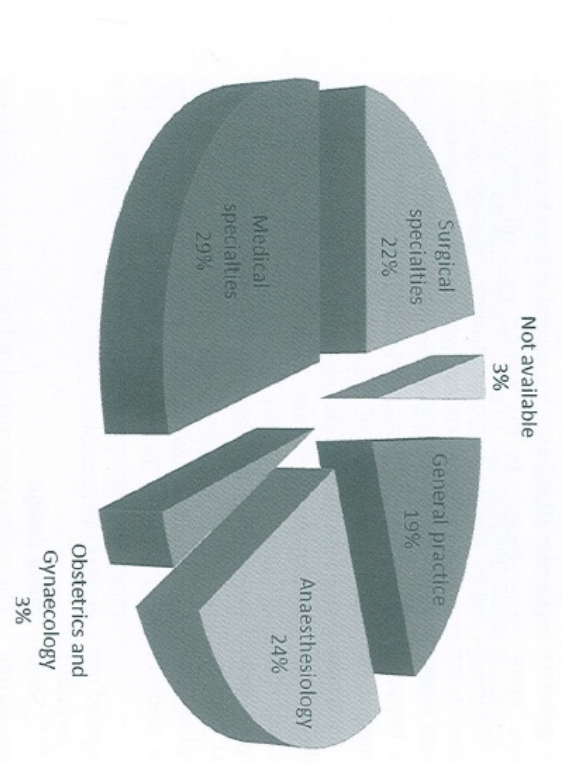
Survey 170 residents and fellows (France)

6% had received friend request

None would automatically accept

85% automatically decline

15% decide on individual basis



## It Matters to the Public....

- “Anybody who isn’t smart enough to figure out what’s OK to post on the Internet has absolutely no business being in charge of other people’s health”
- “As professionals, doctors, teachers, lawyers, etc., are held to a certain standard. If that’s not your cup of tea, find a different job”



## Who is the policy for?

- Institution
  - Brand name, reputation, etc
- Patient
  - HIPPA
- Medical professionalism
- Employees (residents/fellows)

## AMA Policy: Professionalism in the Use of Social Media

The Internet has created the ability for medical students and physicians to communicate and share information quickly and to reach millions of people easily. Participating in social networking and other similar Internet opportunities can support physicians' personal expression, enable individual physicians to have a professional presence online, foster collegiality and camaraderie within the profession, provide opportunity to widely disseminate public health messages and other health communication. Social networks, blogs, and other forms of communication online also create new challenges to the patient-physician relationship. Physicians should weigh a number of considerations when maintaining a presence online:

- (a) Physicians should be cognizant of standards of patient privacy and confidentiality that must be maintained in all environments, including online, and must refrain from posting identifiable patient information online.
- (b) When using the Internet for social networking, physicians should use privacy settings to safeguard personal information and content to the extent possible, but should realize that privacy settings are not absolute and that once on the Internet, content is likely there permanently. Thus, physicians should routinely monitor their own Internet presence to ensure that the personal and professional information on their own sites and, to the extent possible, content posted about them by others, is accurate and appropriate.
- (c) 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.
- (d) To maintain appropriate professional boundaries physicians should consider separating personal and professional content online.
- (e) When physicians see content posted by colleagues that appears unprofessional they have a responsibility to bring that content to the attention of the individual, so that he or she can remove it and/or take other appropriate actions. If the behavior significantly violates professional norms and the individual does not take appropriate action to resolve the situation, the physician should report the matter to appropriate authorities.
- (f) Physicians must recognize that actions online and content posted may negatively affect their reputations among patients and colleagues, may have consequences for their medical careers (particularly for physicians-in-training and medical students), and can undermine public trust in the medical profession.

## AMA Policy (Summary)

- Maintain patient confidentiality
- Check your privacy settings/monitor
- Maintain “appropriate” boundaries with patients
- Separate personal and professional content
- Police ourselves as physicians
- Recognize that content may have negative consequences and can undermine public trust

## What is a Social Media Policy?

- HIPPA
- Professionalism
- Mutual Respect
- Computer, Network, Internet Use

# Mayo Policy

<a href="#">Safety - Arizona</a>	Arizona	<a href="#">Institutional Policy-AZ</a>
<a href="#">Safety - Florida</a>	Florida	<a href="#">Institutional Policy-JA</a>
<a href="#">Safety, Rochester</a>	Rochester	<a href="#">Institutional Policy-AH Staff</a>
<a href="#">Safety - Employee Right to Know, Rochester</a>	Arizona, Florida, Rochester	<a href="#">MSGME Policy</a>
<a href="#">Scholarly Activities</a>	Rochester	<a href="#">Institutional Policy-AH Staff</a>
<a href="#">Search of Employees (Person and Possessions), Rochester</a>	Rochester	<a href="#">Institutional Policy-AH Staff</a>
<a href="#">Sentinel Event Reporting, Arizona</a>	Arizona	<a href="#">Institutional Policy-AZ</a>
<a href="#">Sentinel Event Reporting Florida</a>	Florida	<a href="#">Institutional Policy-FLA/RST</a>
<a href="#">Sentinel Event Reporting, Rochester</a>	Rochester	<a href="#">Institutional Policy-FLA/RST</a>
<a href="#">Sexual Harassment</a>	Arizona, Florida, Rochester	<a href="#">MSGME Policy</a>
<a href="#">Sexual Violence - Arizona</a>	Arizona	<a href="#">MSGME Policy</a>
<a href="#">Sexual Violence - Florida</a>	Florida	<a href="#">MSGME Policy</a>
<a href="#">Sexual Violence - Rochester</a>	Rochester	<a href="#">MSGME Policy</a>
<a href="#">Sharing Education Information With Other Mayo Programs</a>	Arizona, Florida, Rochester	<a href="#">MSGME Policy</a>
<a href="#">Short-Term Disability - Arizona</a>	Arizona	<a href="#">MSGME Policy</a>
<a href="#">Short-Term Disability - Florida</a>	Florida	<a href="#">MSGME Policy</a>
<a href="#">Short-Term Disability - Rochester</a>	Rochester	<a href="#">MSGME Policy</a>
<a href="#">Sleep</a>	Arizona, Florida, Rochester	<a href="#">MSGME Policy</a>
<a href="#">Smoking/Tobacco Products</a>	Arizona, Florida, Rochester	<a href="#">Institutional Policy-AH Staff</a>
<a href="#">Smoking (Smoke-Free Arizona Act)</a>	Arizona	<a href="#">Institutional Policy-AH Staff</a>
<a href="#">Smoking/Tobacco Products-FL</a>	Florida	<a href="#">Institutional Policy-FLA/RST</a>
<a href="#">Solicitation and Distribution</a>	Arizona, Florida, Rochester	<a href="#">Institutional Policy-AH Staff</a>
<a href="#">Staff Appointment Before Completion of Training Program</a>	Arizona, Florida, Rochester	<a href="#">MSGME Policy</a>
<a href="#">State Residence</a>	Arizona, Florida, Rochester	<a href="#">MSGME Policy</a>

## For Mayo Clinic Employees

The main thing Mayo employees need to remember about blogs and social networking sites is that the same basic policies apply in these spaces as in other areas of their lives. The purpose of these guidelines is to help employees understand how Mayo policies apply to these newer technologies for communication, so you can participate with confidence not only on this blog, but in other social media platforms.

1. **Follow all applicable Mayo Clinic policies.** For example, you must not share confidential or proprietary information about Mayo Clinic and you must maintain patient privacy. Among the policies most pertinent to this discussion are those concerning government affairs, mutual respect, political activity, Computer, E-mail & Internet Use, the Mayo Clinic Integrity Program, photography and video, release of patient information to media and patient confidentiality.
2. **Write in the first person.** Where your connection to Mayo Clinic is apparent, make it clear that you are speaking for yourself and not on behalf of Mayo Clinic. In those circumstances, you may want to include this disclaimer: "The views expressed on this [blog; website] are my own and do not reflect the views of my employer." Consider adding this language in an "About me" section of your blog or social networking profile.
3. **If you communicate in the public internet about Mayo Clinic or Mayo Clinic-related matters, disclose your connection with Mayo Clinic and your role at Mayo.** Use good judgment and strive for accuracy in your communications; errors and omissions reflect poorly on Mayo, and may result in liability for you or Mayo Clinic.
4. **Use a personal email address (not your mayo.edu address) as your primary means of identification.** Just as you would not use Mayo Clinic stationery for a letter to the editor with your personal views, do not use your Mayo Clinic e-mail address for personal views.
5. **If your blog, posting or other online activities are inconsistent with, or would negatively impact Mayo Clinic's reputation or brand, you should not refer to Mayo Clinic, or identify your connection to Mayo Clinic.**
6. **Be respectful and professional to fellow employees, business partners, competitors and patients.** Avoid using unprofessional online personas.
7. **Ensure that your blogging and social networking activity does not interfere with your work commitments.**
8. **Ask the Department of Public Affairs** (4-5005 in Rochester, 2-4222 in Arizona, 3-2299 in Florida) if you have any questions about what is appropriate to include in your blog or social networking profile. Remember that if you wouldn't want your manager or others at Mayo to see your comments, it is unwise to post them to the Internet.

## Breakdown of Policy

- Follow all applicable Mayo Clinic Policies
  - Government affairs
  - Mutual respect
  - Integrity
  - Photography/video
  - Computer use
  - Confidentiality
  - etc

## Breakdown of Policy

- Write in the first person
  - When connection to Mayo is apparent, make it clear that you are not speaking on behalf of Mayo
- Add a disclaimer
  - “The views expressed on this [blog; website] are my own and do not reflect the views of my employer.”

## Breakdown of Policy

- If you communicate in the public internet about Mayo, disclose your connection with Mayo and your role
  - Use good judgment
  - Be accurate
  - Errors and omissions reflect poorly
  - Liability for you or Mayo

## Breakdown of Policy

- Use a personal E-mail address
- If activities inconsistent with or would negatively impact Mayo reputation, you should not refer to Mayo Clinic or identify your connection to Mayo

## Breakdown of Policy

- Be respectful and professional to fellow employees, business partners, competitors and patients
- Ensure that your activity does not interfere with your work commitments
- Ask department of Public Affairs if questions

## Mayo Policy Extras

- Guidelines for official Mayo Clinic Participation
- Code of Ethics
  - How to handle crisis

# Updated Policy

## October 2011

- “Friending” Patients:
  - “Mayo Clinic strongly discourages “friending” of patients on social media websites. Staff in patient care roles generally should not initiate or accept friend requests except in unusual circumstances such as the situation where an in-person friendship pre-dates the treatment relationship.”

# Updated Policy

## October 2011

- Mayo Clinic discourages staff in management/ supervisory roles from initiating “friend” requests with employees they manage.
- Managers/supervisors may accept friend requests if initiated by the employee, and if the manager/supervisor does not believe it will negatively impact the work relationship.

## Updated Policy

### October 2011

- Mayo Clinic does not endorse people, products, services and organizations. On social media websites such as LinkedIn, where your affiliation to Mayo Clinic is known, personal recommendations should not be given or requested.
- Unless approved by the Department of Public Affairs, your social media name, profile, handle and URL should not include Mayo Clinic's name or logo.

# Updated Policy

## October 2011

- Employees are strongly encouraged to view the Center for Social Media's Core Courses Curriculum series on professionalism (Social Media 120-129)

## Core Courses

The Core Courses track provides basic practical and philosophical training in social media through the early courses, and integrated multi-platform case studies at the higher levels.

### 100-Level

- Social Media 101 – Introduction to Blogs
- Social Media 102 – Introduction to RSS
- Social Media 103 – Introduction to Wikis
- Social Media 104 – Introduction to Podcasting
- Social Media 105 – Introduction to Social Bookmarking
- Social Media 106 – Introduction to Social Networking
- Social Media 107 – Introduction to YouTube
- Social Media 108 – Introduction to Slideshare
- Social Media 109 – Introduction to Flickr
- Social Media 110 – Introduction to Shortening URLs
- Social Media 120 – Definitions and Attributes of Professionalism
- Social Media 121 – Code of Ethics
- Social Media 122 – Powering Professionalism through Social Media
- Social Media 123 – Social Media and Professionalism @ Mayo Clinic
- Social Media 124 – Ethics @ Mayo
- Social Media 125 – Professionalism for Physicians
- Social Media 126 – Professionalism for Nurses
- Social Media 127 – Professionalism for Allied Health Professionals
- Social Media 128 – Keeping it Professional in a Social Media World
- Social Media 129 – Resolving Potential Ethical Dilemmas Caused by Social Media
- Social Media 130 – Health Insurance Portability and Accountability Act (HIPAA)
- Social Media 131 – What HIPAA is not
- Social Media 132 – Photos: The #1 cause of inadvertent PHI disclosure
- Social Media 133 – Intro to Foursquare
- Social Media 134 – Claiming Foursquare Venues

# Key Components

- Blurring
  - Boundaries, friending patients, disclaimer
- Patient privacy and dignity
- Use during work time
- Business confidentiality

## Key Components

- Who can speak on your behalf?
- Anonymous posts/false advertising
- FTC endorsement and testimonial guidelines
- Restrictions on lobbying and political activity
- Harassment of other employees
- Intellectual property

# Social Media Policy

## General Thoughts

- No one size fits all
- Many policies available as starting point  
<http://socialmediagovernance.com/policies.php>
- Evolving

# Education and Awareness

- Mayo PD workshop
- Compliance and Integrity
- Mayo Orientation
- Department Orientation
  - Computer use in O.R., social media, texting, e-mail use, etc



# Ongoing Education

- Mayo Clinic Center for Social Media
  - Social Media Network curriculum
- Use, Responsibility, and Opportunity
  - Friday Faux Pas

# Summary

- Clearly written policy a must
- Education and awareness
- Consistent policy interpretation
- Early identification and intervention

# Summary

- Communication and coordination among:
  - Program
  - School
  - Leadership
  - Legal and Compliance