



Stony Brook Medicine Graduate Medical Education

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Graduate Medical Education	Next Review Date: 01/05/2021
Scope: SBM Stony Brook Campus	Original Creation Date: 01/28/2013

Printed copies are for reference only. Please refer to the electronic copy for the latest version.

Responsible Department/Division/Committee:

Graduate Medical Education Committee

Policy:

Stony Brook University Hospital (SBUH) Residents and Fellows will utilize social network sites in a responsible and professional manner. They will adhere to the guidelines set forth in this policy whether they are participating in social networks personally or professionally and whether they are using personal or SBUH computing equipment.

Definitions:

Social Networking Site – Internet-based applications that support and promote the exchange of user-developed content. Such content can be text messages, media messaging, Twitter, Facebook, Linked-in, YouTube, Instagram, Snap Chat and all other social network platforms, personal and organizational websites, blogs, wikis and similar entities.

Protected Health Information (PHI) – Any information, including but not limited to, specimens, radiographs, photographs, any portion of the paper or electronic medical record or research data that contains patient identifiers; such as name, medical record number, social security number, date of birth, encounter number, test results, diagnoses, dates when services were provided, dates of admission, dates of discharge, date of death, etc., that related to the past, present or future physical or mental health condition of an individual, the provision of health care to an individual, or payment for the provision of health care to an individual. This definition applies to information that is spoken, written or electronic in form and either directly

identifies the individual or could reasonably be used to identify the individual. Any form of information that can identify an individual who has received, is receiving or will be receiving health care.

Electronic Protected Health Information (e-PHI) – Any information, defined as protected health information that is contained, maintained, transmitted, stored used, disclosed or shared in electronic format/media.

Procedures:

Take Responsibility and Use Good Judgement.

Be responsible for the material you post on Social Networking Sites. Be courteous, respectful, and thoughtful about how other Stony Brook employees or patients may perceive or be affected by the posting. Inaccurate, inappropriate, threatening, harassing or poorly worded postings can be harmful to others. Negative posts can damage relationships, undermine Stony Brook's reputation, discourage teamwork, and negatively impact Stony Brook's commitment to patient care, education, outreach and community service.

Do Not Conduct University Business Unless Authorized.

Only University employees authorized by their departments may use social networking websites to conduct University business. If authorized and in keeping with University policy, an employee may post on a social network profile: the University's name, a University email address or University telephone number for contact purposes, or post official department information, resources, calendars, and events.

For example, a student health advocate or educator is charged with student outreach and education within their job description. Student Health Services may authorize these employees to use an on-line social network site to communicate with students and post University resources.

Use Caution If Expressing Personal Views.

Individuals or groups within the Stony Brook community are not permitted to present personal opinions in ways that imply endorsement by the University. If the posted material may reasonably be construed as implying the support, endorsement, or opposition of the University with regard to any personal statements, including opinions or views on any issue or if the poster's Stony Brook affiliation is evident in the posting, the material shall be accompanied by a disclaimer that the individual is speaking for himself or

herself and not as a representative of the University or any of its offices or units. An example of a disclaimer is as follows:

The contents, including all opinions and views expressed, in my profile [or on my page] are entirely personal and do not necessarily represent the opinions or views of anyone else, including other faculty, students, or staff in my department or at Stony Brook University. Stony Brook University has not approved and is not responsible for the material contained in this profile [or on this page].

Do Not Offer Medical Advice.

Do not misrepresent your qualifications. As a trainee, provision of medical advice must be supervised by a licensed physician at all times.

Be Aware of Relevant University Policies.

Postings on social network sites are subject to the University's policies, including but not limited to, the Code of Student Conduct, Sexual Harassment and Use of Technology policy. Students may be subject to disciplinary actions for violations of University policy, up to and including dismissal or termination.

Protect Proprietary Information

Respect proprietary laws. If you post content, photos or other images, you are implying that you own or have the right to use those items.

Do not share confidential or proprietary information to ensure Stony Brook's business practices or information security are not compromised. Similarly, do not share information in violation of any state and/or federal laws or SBM policies.

University logos may not be used on any social media site unless approved in advance in accordance with University policy.

Protect Patient Privacy/Confidentiality

1. Keep official Stony Brook activities in approved email-- not on a social networking site.
2. Do not interact with patients on social networking sites.
3. Keep all postings and communications on social networking sites in accordance with accepted ethical and professional practices of being a physician.

4. Never share PHI with anyone on any social networking site.
5. Maintain the privacy of colleagues, doctors and other University or hospital employees when referring to them in a professional capacity unless they have given their permission for their name or likeness to be used.
6. Online discussions of specific patients should be avoided even if all identifying information is excluded.
7. Under no circumstances should photos of patients or photos depicting the body parts of patients be displayed online unless specific written permission to do so has been obtained from the patient.
8. HIPAA regulations apply to all aspects of social networking and violators are subject to the same prosecution as with other HIPAA violations.

Failure to abide by SBM policies are subject to disciplinary actions, in accordance with the section on Professionalism in the "Substandard Resident Performance and Disruptive Resident Behavior" policy.

These guidelines include, but are not limited to: Use and Disclosure of Protected Health Information (PHI) or Confidential SBM Material(s); Appropriate Computer Use; Use of SBU Trademarks and Proprietary Information; Electronic Communications; Confidentiality of the Medical Record; Camera and Video Recorder Use; Use of Portable Electronic Devices.

Forms: (Ctrl-Click form name to view)

None

Policy Cross Reference: (Ctrl-Click policy name to view)

None

Relevant Standards/Codes/Rules/Regulations/Statutes:

None