



Twitter, Facebook, Yammer, Blogging: What's Your Policy?

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Air Transportation Provided By Air Methods

Flight For Life

- 26 years of service in WI and IL
- 29,000 flights
- Three bases
- Three PIOs
 - One per base
- Mission:
 - Safety
 - Patient Care
 - Customer Service
 - Education

Flight For Life

facebook

Email

Keep me logged in

Password

Login

[Forgot your password?](#)

Sign Up

Flight For Life Transport System is on Facebook

Sign up for Facebook to connect with Flight For Life Transport System.



The Flight For Life Transport System is provided by the Milwaukee Regional Medical Center and headquartered in Waukesha, Wisconsin, with bases in Waukesha/Milwaukee and Fond du Lac - Wisconsin, and McHenry - Illinois.

Information

Founded:
January 1984

3,373 People Like This



Rich Maatta



Barb Burba
Obrien



Kim Chylewski-
Dimzoff



Flight For Life Transport System

Wall Info Photos Discussions

Flight For Life Transport System + Others **Flight For Life Transport System**

Just Others



Flight For Life Transport System Check out the new FFL Pink Heals limited edition t-shirts! When they are gone they are gone! Join us in supporting women who are battling cancer...they need your help! They are available in Pink with black writing or black with pink writing-only \$15 each and all proceeds go to support programs supporting women with cancer.



Flight For Life - 08-30-10 Pink Heals Shirts Order Form
flightforlife.org

25 minutes ago · Comment · Like

Darlene Hogan likes this.



Darlene Hogan I'll call Kathy tomorrow to order ours - hectic day today. Had another PowerPoint to do for EMS & Fire Ops
24 minutes ago · Flag



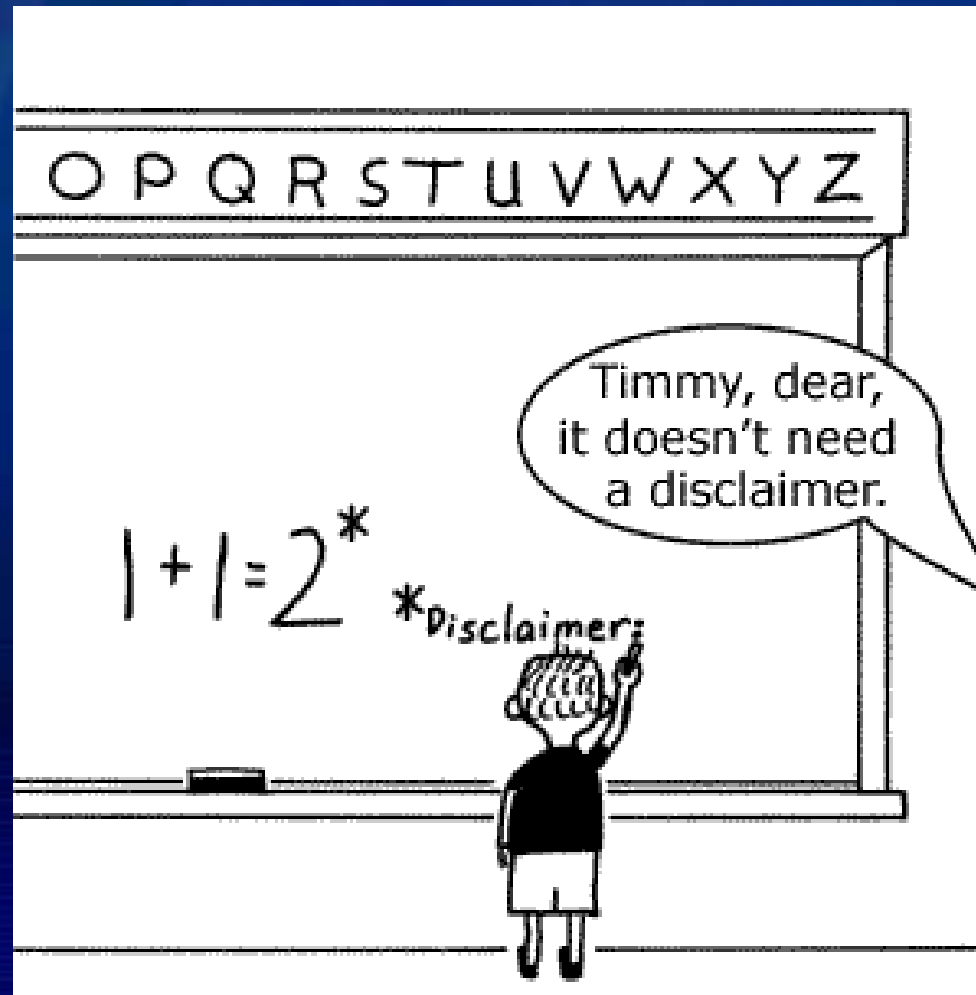
Flight For Life Transport System Flight For Life sends its thoughts and prayers to the families, friends and the Air Evac Lifeteam organization who lost three crew members early this morning in an air medical crash. Gayla Gregory, Kenneth Meyer, Jr., and Ken Robertson were killed en route to a scene near Clinton, AR.



Medical helicopter went down near Culpepper in Van Buren Co. - todaysthv.com | KTHV | Little Rock, A
www.todaysthv.com

Emergency officials there tell us the helicopter was responding to a motorcycle accident around 3:45 this morning when it went down in a field and burst into flames.

Disclaimer....



The Usual Suspects...



But What About Yammer?

- Corporate social network service launched in December 2007.
 - www.yammer.com
- Used for private communication within organizations or between organizational members and pre-designated groups.
- Access is determined by user's internet domain
- Each member of the organization has a profile
- Ask questions, post status updates, documents, share news and ideas with your private network

Who is Using Social Media?

- Facebook
 - One half BILLION users
 - 6 hours a month!
- Not just teenagers and college students!
 - Women
 - Over 50 generation
- Twitter passed the 10 Billion “tweet” milestone in March

Who is Using Social Media..cont.

- US households digest 34 MB of data/per person/day
 - Economist Magazine
- Consumers are using social networks to filter, assess and react to the news.
- 1/3 of consumers share or comment on news stories from social networking sites.
 - “Understanding the Participatory News Consumer” report

Who is Using Social Media...cont.

- 133,000,000 blogs indexed since 2002 (Technorati)
 - 2/3 male
 - Educated(75% have college degrees)
 - 60% are 18-44
- 77% of internet users read blogs

Who is Using Social Media...cont.

- Study conducted for ARC on where people would go if they could not contact 911 directly
 - 44% would ask others in their social media network to call
 - 35% would post on the agency's FB page
 - 28% would send a Tweet to the agency
- 50% of city governments are on FB and 56% are on Twitter
 - Fels Institute study

So You Don't Need No Stinkin' Policy? Think Again....

- *Last month, a woman angered by an encounter with an airport police officer was flabbergasted when she looked up the officer's Facebook page. He'd posted a comment about getting caught speeding in a school zone with an open beer bottle and talking his way out of a ticket.*
- *CNN's senior editor of Middle Eastern affairs, Octavia Nasr was shown the door Wednesday, July 7th after sending a tweet that expressed respect for the Shiite cleric Grand Ayatollah Mohammed Hussein Fadlallah.*

And Again....

“William Wells arrived at the emergency room at St. Mary Medical Center in Long Beach, CA on April 9 mortally wounded. The 60-year-old had been stabbed more than a dozen times by a fellow nursing home resident, his throat slashed so savagely he was almost decapitated.

Instead of focusing on treating him, an employee said, St. Mary nurses and other hospital staff did the unthinkable: They snapped photos of the dying man and posted them on Facebook.”

LA Times, 8/8/10

Questions to Address Prior

- Ambassadors for the organization
 - Who can post/represent the agency or organization online
 - How are they vetted?
 - Boundaries
 - Empowerment

Questions to Address Prior

- Personal vs Work
 - Work
 - Develop terms of use
 - Platforms that can be used
 - Viruses
 - Work productivity
 - Personal
 - Disclaimer
 - Uniforms/work photos

Policy Basics to Include

- Purpose of Social Media
- Definition of different platforms
- Responsibility
- Authenticity
 - What's it mean?
 - Transparent/human/real
- Integrity
- Consider the audience
- Exercise good judgment
 - Differs by person!

Basics...cont.

- Clear guidelines
- How they should engage
- Why they should engage
- Where
- Examples
 - What is and is not acceptable
- Respect

Basics...cont.

- Confidential and proprietary information
- Copyrights and fair use
- Disclaimer
- Community
- Value-added
- Productivity
 - Time allocated

Considerations

- Consistency
 - Everyone is treated fairly
- Expectations
- Training and competency
 - Zappos.com
 - Online safety/security
- Implications on career
 - Law enforcement
 - Undercover work
 - Future employment
 - Public service

Legal Issues

According to Der Spiegel(a German magazine), Interior Minister Thomas de Maiziere has drawn up a new law that will radically limit the information German employers can collect from the Internet.

Citing reports in the Die Welt and Suddeutsche Zeitung newspapers, the German magazine noted that bosses will no longer legally be allowed to snoop on potential employees' Facebook profiles -- something 45 percent of employers currently do, according to the U.S.-based employment website CareerBuilder.

Legal Issues

- Communicate your agency's stance on employee use of social media during work time.
- Identify who can speak on behalf of the company.
- Address the blurring issue head-on.
 - Many states regulate employer's attempt to discipline lawful off-duty employee behavior
 - Organizational values and image
 - Disclaimer use
 - Why it is important
- Patient privacy and dignity
 - HIPAA

Legal Issues

- Prohibit anonymous posting
- **FTC Endorsement and testimonial guidelines 16 CFR 255**
 - Revised in 2009
 - Addresses social media
- Harassment of other employees
- False advertising
- Restrictions on lobbying and political activity
 - Tax exempt organizations

Policy Reminders

- Keep it simple
 - Use easy to understand language
- Keep it short
 - Limit it to one page
- Keep it encouraging
 - Give them best practices
- Keep it transparent
 - Share it with others
- Keep it educational
 - Show why it is their best interest to comply

Resources

- Policy examples
 - Vanderbilt University Medical Center Social Media
 - <http://www.mc.vanderbilt.edu/root/vumc.php?site=socialmediatoolkit&doc=26923>
 - Ohio State Social Media Policy
 - http://www.scribd.com/document_collections/2392744
 - Kaiser Permanente Social Media Policy
 - http://xnet.kp.org/newscenter/media/downloads/socialmediapolicy_091609.pdf

Resources

- Policy examples
 - Intel Social Media Guidelines
 - http://www.intel.com/sites/sitewide/en_us/social-media.htm
- Other resources
 - <http://social-media-university-global.org/>
 - www.mashable.com

The background of the slide is a dark blue gradient with a blurred image of a person sitting at a desk and working on a laptop. The person is wearing a dark jacket and is looking towards the screen. The overall aesthetic is professional and modern.

Mayo Clinic Center for Social Media

How Mayo Clinic Got Started

- Began with podcasts
 - Ended up on iTunes
 - Convinced senior management to move forward
- Foundation for social media
 - Twitter(base)
 - Facebook
 - Youtube
 - Blogs
- Social media allows you to tell your story on your terms and get feedback

Mayo Clinic's Social Media Efforts

Mayo Clinic's social media efforts

- Most popular medical provider on YouTube
- 60,000 followers on Twitter
- Facebook page with over 20,000 connections.
- News Blog, podcast blog and *Sharing Mayo Clinic*, a blog that enables patients and employees to tell their Mayo Clinic stories.
 - Mayo has been a pioneer in hospital blogging.
- MayoClinic.com, Mayo's consumer health information site, also hosts a dozen blogs on topics ranging from Alzheimer's to The Mayo Clinic Diet.

Mayo Clinic's 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 Clinic
- Create resources for use at Mayo Clinic that can be shared with organizations wanting to use social media in health care

<http://socialmedia.mayoclinic.org>

The screenshot shows the top portion of a WordPress blog. At the top, there is a navigation bar with links for 'My Account', 'My Dashboards', 'New Post', 'Edit Page', and 'Blog Info'. Below this is a search bar with the text 'Search WordPress.com Blogs' and a 'Search' button. The main header area features the text 'MAYO CLINIC' in a smaller font, followed by 'Center for Social Media' in a large, bold font. Below the header is a secondary navigation menu with links for 'HOME', 'ABOUT', 'BLOG', 'EVENTS', 'NETWORK', and 'SERVICES'. The main content area begins with the section title 'OVERVIEW'. Below this, there is a paragraph of text: 'The social media revolution is the most far-reaching communications development since *Gutenberg's printing press*.' Below the text is a large black rectangular box with the white text 'Social Media Revolution 2 (Refresh)'. To the right of the main content area, there is a sidebar with partially visible text including 'CAT', 'Se', and 'ARC'.

Social Media Health Network

- Associated with Mayo Clinic Center for Social Media
- Membership group with access to Mayo social media resources
- Community site to enable members to learn from each other, develop best practices
- Network will launch in late Sept. 2010
 - www.socialmedia.mayoclinic.org for info on joining