Health Care Social Media:

Governance, Risk Management and Ethics

Dr Jill Tomlinson



Forms of social media

- magazines
- forums
- weblogs
- microblogging
- wikis
- social networks
- podcasts
- photographs or pictures
- video (vlogs)
- rating websites
- social bookmarking



































- Interactive platforms via which individuals and communities create and share user-generated content
- A blending of technology and social interaction for the cocreation of value

Social media in Australian Health Care

- Rapidly increasing use
- Individuals and organisations are increasingly using platforms such as blogs, Facebook, Twitter, YouTube and LinkedIn
- With any new healthcare technology or innovation comes risks

Changed speed and mode communication

- Social media allows a wide variety of content formats, such as text, photos and video.
- The social media platforms can be accessed on computers, tablets and smartphone devices.
- These facilitate the speed and breadth of information dissemination, allowing differing levels of engagement and for communication to take place in real time or in retrospect.
- Individuals can communicate one-on-one, or to many individuals or groups.

Risks

- Failure of compliance with regulatory requirements
- Reputational damage
- Information leakage
- Loss of intellectual property
- Malware attacks
- Copyright infringement
- Privacy breaches

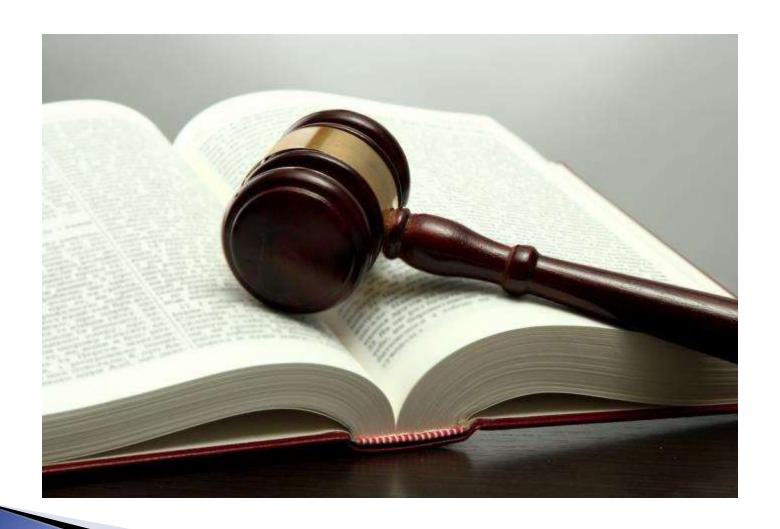


Risk management

- Determine your risk appetite & tolerance
- Plan for mistakes and breaches



Governance



10 essential governance elements for Social Media from Sprinklr.com

- 1. Rules to flag unacceptable content
- 2. A process for approving content
- 3. Involvement from the legal team in setting content guidelines
- 4. An established procedure for handling escalation
- 5. The means to track incidents until they're resolved
- A procedure for handling "rogue" social media accounts
- Password control
- 8. Rules that limit the sharing of passwords
- 9. Standards for managing access
- 10. A set of social media guidelines

Governance

- Look at pre-existing social media policies, tool kits and guidelines when developing your governance
- These policies aim to guide social media users, minimising harm while maximizing professionalism and ethical behaviour

Example: 244 policies from a broad range of industries at http://socialmediagovernance.com/policies.php

Ethics



Ethics Perspectives

- Utilitarian
 - Potential harm vs benefit
- Rights
 - Issues of privacy, consent
- Fairness
 - Greater egalitarianism
- Common Good
 - Structures to promote this
- Virtue
 - Honesty, openness, patience



Managing privacy and security breaches

- Plan ahead
- High security passwords
- Device security
- Trusted administrators
- Protect privacy of patients & clients even when they don't

Managing content & tone errors

- Apologise quickly
- Own the mistake
- Remove content
- Make amends
- Don't repeat the mistake!

Recruitment and Training

- Responsible recruitment and training of social media managers to ensure that staff know the organisation and that content is accurate, relevant and appropriate.
- NB. Surveys show different beliefs held by regular social media users and non-users

Content

- Accurate
- Relevant
- Appropriate
- Disclaimers
- Legal issues including defamation

Social media use in patient education & engagement

- Health organisations
- Allied health workers
- GPs
- Specialists
- Metropolitan, rural, remote

Social media in health professional education & collaboration

- #hcsmanz on Twitter and Storify
- LinkedIn
- ResearchGate

Social media use in community creation

Destroy the Joint



Social media use in wellness & crisis

BASIC SERVICES PROVIDED BY POLICE MEDIA DURING THIS TIME WERE:

- acting as a centralised clearing house for disaster-related information through Facebook and Twitter as soon as it became available, including details on behalf of other departments and authorities
- live video streaming of the Brisbane-based disaster-related media conferences on the QPS Facebook page with the video subsequently posted on the QPS YouTube channel
- live Tweeting key points as they were made in briefings and in these media conferences
- uploading dot point summaries of the media conferences to the QPS Facebook page shortly after their conclusion
- uploading at least daily audio updates to Facebook from local disaster coordinators around the state
- 'mythbusting' of misinformation and rumours in the media and community
- Tweeting most QPS Facebook posts generally using the #qldfloods, #TCYasi or #mythbusters hashtags
- providing 24/7 moderation of the QPS social media accounts, responding to inquiries from the public where possible
- coordinating Auslan sign language interpreters to assist with most media conferences
- coordinating the translation of media conference summaries into other languages for affected tourists and relatives based internationally.







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Social media is changing medicine. A revolution is needed in medical education. We made the first step!





































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Facaback social plugin

































Summary

- Careful governance is key
- Control the message vs trust your staff
- Managing content, privacy and security issues requires advanced planning and quick action in the event of breaches

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