

Health Care Social Media:

Governance, Risk Management and Ethics

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Australian Federation
of Medical Women
the voice of australian medical women

Forms of social media

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



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
6. A procedure for handling "rogue" social media accounts
7. 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
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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
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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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Share:

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

The Basics	Health Search Engines	The Google Story	Being up-to-date
Medical Blogging	Microblogging	Medical Communities	E-Patients
Wikipedia	Medical Wikis	Social Media in Healthcare	Collaboration
New Media	Education 2.0	Virtual Worlds	The Future

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Facebook social plugin



*Certificate
of
Digital Literacy*

Dr. Jill Tomlinson

Australian Federation of Medical Women


**HAS SUCCESSFULLY COMPLETED
THE SOCIAL MEDIA COURSE
on**

24th of June, 2012

Dr Bertalan Mesko
Dr. Bertalan Mesko
Founder of The Social MEDIA Course



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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Quantifiers?