



Use of Social Media Policy

I. Purpose

This policy is designed to ensure the appropriate use of social media, both personal and professional accounts.

II. Scope

This policy applies to all current employees, faculty, postdoctoral fellows, and students of Einstein.

III. Policy

III.A. Social Media Guidelines

Below are the social media guidelines from the Philip and Rita Rosen Department of Communications and Public Affairs (DCPA) for the faculty, administrators, staff, postdocs, and students at Einstein.

III.B. Personal Profiles

III.B.1. If you mention your connection to Einstein in your profile, you must include a disclaimer indicating that your account does not represent Einstein's views. An example of such a disclaimer is "Opinions are mine and not my employer's." This disclaimer helps prevent confusion between your accounts and those official accounts that represent the College of Medicine or its departments.

III.B.2. Employees are prohibited from speaking or posting on Einstein's behalf without prior written authorization from the Department of Communications and Public Affairs. If any ambiguity exists as to whether an employee is speaking on behalf of Einstein or on their behalf, the employee should clarify that the views expressed are not necessarily those of Einstein.

III.C. Official Einstein Social Accounts

III.C.1. DCPA-approved staff members represent official school positions on social media administered by Einstein, including Einstein's official Facebook page, X/Twitter account, Instagram account, and LinkedIn.

III.C.2. If a department, division, center, or institute wishes to maintain an account on a social media platform, the designated administrators must fill out DCPA's online application. We require access to official social media profiles via shared passwords or administrative privileges in case of emergency.

III.D. Professional Conduct

III.D.1. Einstein Faculty, Postdoctoral Fellows, and Staff

III.D.1(a) Code of Conduct/Employee Handbook

Per the Einstein [Code of Conduct](#), the College of Medicine Einstein is committed to providing “a work environment that enables everyone to work with security and dignity, free from unwelcome, insulting, degrading or exploitive treatment or harassment.” In addition, “Faculty, staff and postdoctoral fellows are expected to ... respect each student as a valuable individual. All employees are expected to maintain a professional environment conducive to the development of the student, to promote academic freedom, and to work together to advance the education of the students.”

In addition, all elements in our [Employee Handbook](#) regarding anti-discriminatory, harassment and professional behavior apply to social media activity – on both personal and official Einstein accounts. Of note: "Employees are prohibited from making social media posts that are unlawful, libelous, obscene, amount to harassment or bullying, reveal proprietary company information or violate Einstein's Discrimination and Harassment Policy or Violence in the Workplace Policy. Violations of this policy will not be tolerated and may result in disciplinary action, up to and including termination of employment."

III.D.1(b) Approved Content

Those who are approved to maintain official Einstein social media accounts should receive training by managers and, if requested, DCPA on appropriate social media content. Posters should limit to posting items directly related to Einstein news and other associated content. Personal opinions and views should not be posted on Einstein accounts. If in doubt, posters should be checked with their supervisors or DCPA.

III.D.1(c) Intellectual Property

Special consideration should be given when sharing unpublished research online. If you are unsure if divulging information on social media is appropriate, confirm with the appropriate principal investigator before posting.

III.D.2. Students

All Einstein students are encouraged to approach their personal social media accounts and engagement as an extension of their professional identity. As such, students must conform to the professional expectations of their program(s) as well as their respective codes of conduct.

III.D.2(a) Medical Students

On social media, medical students must abide by the standards outlined in the Office of Student Affairs policies, including:

- [Medical Student Code of Conduct](#)
- [Anti-Bullying and Hazing Policy](#)
- [Policy and Procedures on Professional Misconduct \(MD Students\)](#)

As noted in this final policy: “The College supports a diversity of views and the principles of free inquiry and expression. All members of our academic community have the right to hold and vigorously defend and promote their opinions. Respect for this right requires that community members tolerate expressions of opinions that they may find repugnant or offensive. There are, however, obligations of civility and respect for others that underlie rational discourse. Behavior evidently intended to dishonor such characteristics and race, gender, national origin or ethnic group, religious belief, sexual orientation, or disability is contrary to the pursuit of inquiry and education and may be discriminatory harassment and a violation of law and other applicable regulations.”

III.D.2(b) Graduate Students

1. Graduate students should use the Einstein [Employee Handbook](#) and [Code of Conduct](#) for guidance on professional behavior and expectations.
2. As referenced in section D.1.c. above, special consideration should be given when sharing unpublished research on social media. Be sure to check with your principal investigator before doing so.

III.E. Patient Privacy & Engagement and Research Compliance

- III.E.1. On both your personal and official Einstein accounts, what you post may have legal implications in the form of violations of the Health Insurance Portability and Accountability Act (HIPAA) or the Federal Education Records Protection Act.
- In social media, privacy standards apply to what you disclose about yourself and others. If the information you are disclosing would violate privacy standards in person, it will do so online.
 - The same holds true whether you are discussing patients, research results, colleagues, or products. It is a violation of HIPAA to disclose protected health information online without written patient consent. Never share information, including comments that belittle patients or patient populations, which could lead to identification of a specific patient.
 - Some details that may result in a HIPAA violation are patient names, ages, case/diagnosis/treatment specifics, photos, billing, and times and places of patient visits. (For more details on HIPAA and privacy, please visit <http://www.hhs.gov/ocr/privacy/>.)
- III.E.2. While on your personal account, if you believe patients or clients will try to contact or “friend” you via social media, remember that the standards of physician-patient relationships are identical offline and online. In such instances, it might be best to

keep separate personal and public social media accounts. Share on the personal account as you would with your in-person friends; share with patients in the public account as you would in an office or other professional setting.

III.E.3. Promoting Clinical Trials & Research

All posting and references to clinical trials recruitment must be approved by Einstein's federally mandated [Institutional Review Board \(IRB\)](#).

III.E.4. Employees should observe proper copyright and reference laws, and respect embargoes established by peer-reviewed journals and other organizations.

III.F. When to Contact DCPA

III.F.1. There may be times when you see something on social media that you think warrants the attention of—or even a response from—someone at Einstein. Please alert the social media team at socialmedia@einsteinmed.edu.

III.F.2. Only the DCPA staff is authorized to speak with the media. If someone in the media contacts you on social media, refer that person to the media relations team at sciencenews@einsteinmed.edu or ask the person to call 718.430.3101.

III.F.3. Be aware that on any social media platform, information may sometimes be created by others who may harass members of Einstein's faculty, staff, or students. If you encounter such postings, e-mail DCPA at socialmedia@einsteinmed.edu and we will help determine the most appropriate action.

IV. Definitions

DCPA: Department of Communications and Public Affairs.

V. Effective Date

Effective as of: 1 April 2018

VI. Policy Management and Responsibilities

The Responsible Office under this policy is the Department of Communications and Public Affairs. The Responsible Executive is the Senior Associate Dean for Operations and Finance. The Responsible Officer for this policy is the Associate Dean of Communications and Public Affairs.

VII. Approved (or Revised)

DocuSigned by:

 D744939B0E05478
 Responsible Executive

01/05/2024

Date