FY 2018

Social media are two-way, online communication tools designed to facilitate conversations and relationships between interested parties. Facebook, Twitter and YouTube are currently the most popular social media.

Those wishing to develop a representation on social media sites must register with the SIU Office of Public Relations. By engaging in social media, you accept the responsibility to become one of the keepers of the SIU School of Medicine brand. We estimate that you will need a minimum of 7-10 hours per week, including weekend and evening hours, to create content, share content and engage with users. Monitoring your page, however, is a 24/7 responsibility.

IS SOCIAL MEDIA RIGHT FOR YOU?

In general, Public Relations does *not* recommend that divisions, departments or groups maintain their own social media networks. Instead, we strongly encourage you to help us continue to strengthen the official SIU social media networks by providing Public Relations newsworthy information about your event, program or department.

Questions to consider:
1. Will you have a minimum of seven or more hours per week to devote to creating original content for your site?
2. Who is your audience? What do you want them to do?
3. What are your goals?
4. Where will you obtain images/graphics? Remember, most images are copyrighted.
5. Do you have a smart phone to monitor your account 24/7 in the event of a complaint or crisis?
6. Are you familiar with the latest trends in social media, including Facebook Live and Instant Articles?
7. Are you familiar with social media management software such as Hootsuite or Tweetdeck?
8. Are you familiar with the differences between Facebook pages and groups?
9. Do you have a marketing budget to promote posts?

Consider the advantages to using official SIU social media networks:
1. Protects faculty/staff reputations.
2. Protects the SIU brand and presents a unified brand of SIU School of Medicine and SIU HealthCare, preventing fragmented, silo-driven communications.
3. Your department will benefit from existing audiences (2,600+ Facebook fans) already affiliated with the School of Medicine.
4. Your info can be strategically posted for maximum benefit.
5. Varied posts create a healthy, vibrant and diversified social media presence that best represents the depth of excellence of the SOM.
6. The Office of Public Relations consistently trains in and researches the best practices related to social media to ensure content reaches the right audiences at the right time
7. You don't have to spend a lot of time monitoring your posts.

If you insist on having your own social media presence, you must agree to the terms below and register with the Office of Public Relations before creating a new account or page.

TERMS

By developing and maintaining any social media site that is associated with and sponsored by Southern Illinois University School of Medicine or SIU Medicine, you agree to the following terms:

- Every social media presence (e.g., Facebook page, blog, Twitter account, YouTube channel) must have the permission of the unit's supervisor, chair or director and be registered with the SIU Office of Public Relations. The site/account name must be specific to the department, unit, faculty or staff group, etc., and must present a professional presence. It must be respectful of SIU Medicine employees, patients and partners.

- Each official social media site or account is required to have at least two individuals (one as backup), who will have the ability to login to the social media account(s). The responsibilities of these social media coordinators include:
  - Daily monitoring of the content
    - If information is not refreshed weekly, you risk revocation of privileges by administrators at SIU SOM/SIU HC.
  - Deleting spam and inappropriate, inaccurate and/or libelous postings
  - Keeping the page current with new postings. The coordinators are responsible for posting/updating no less than six posts per week. All postings must follow the School's social media use guidelines. They must also represent the medical school well and exercise good judgment and common sense.
  - Checking for messages and requests
  - Responding to negative post, comments, tweets, reviews, etc. with a compassionate and concerned attitude in a timely manner, or contact Public Relations for assistance. Customers/patients expect an immediate reply.
    - Consider downloading Facebook Pages and Twitter on your phone to constantly monitor your site. You are never "off the clock" when it comes to social media.
    - Refer dissatisfied patients to Dena Knoles, 217-545-7603
    - Inform the Office of Public Relations of any negative review, post, comment, etc.

- New accounts must share usernames, passwords and permissions*
  - Usernames and passwords for accounts using an SIU email address or business email account as well as cell phone numbers for administrators must be shared with the Office of Public Relations and kept up to date.
  - *We understand that to create and effectively manage social media requires the use of a personal account and password, and employees may not feel comfortable sharing that information with administrators. Thus, to maintain some degree of control, a member of the Office of Public Relations staff must be given administrative rights on SIU-associated social media accounts. This ensures that the Office of Public Relations has the ability to monitor or suspend the account in the event that a social media coordinator leaves SIU or is unable to fulfill his or her duties.

SOCIAL MEDIA: BEST PRACTICES

- Know your audience and answer their question – "What's in it for me?"
- Create original, consumer-friendly, action-oriented content several times per week. Include pictures, videos or graphics (owned by SIU or free use, that is no copyright); posts with images generate more interaction. Don't use pictures/graphics from the internet unless you have explicit permission to reuse the images.
- Post messages that are accurate, brief, relevant, useful, positive, engaging, simplified, friendly (yet professional) and conversational. Avoid jargon and acronyms.
- Use personal pronouns whenever possible ("You could get sick if you don't wash your hands.")
- Keep personal and professional posts separate. Do not post employees' personal information on SIU-owned social media channels.
- Craft a voice that's not only consistent but also one that your fans can relate to and build relationships with. Do not rely on exclamation points to convey personality.
- Engage your followers: Like, retweet, reply and mention other users, including other SIU SOM/HC accounts, local businesses, SIU partners, patients, students, faculty/staff and fans/followers of your page.
- Encourage your readers to take a particular action or learn more; direct them to your landing page, urge them to make an appointment or read a related blog or news release.
- Cross-promote other SIU SOM accounts by sharing, retweeting or linking to their Facebook posts, blogs, tweets, news releases, medical coverage, "highlights" and photos.
- Offer a unique value proposition to your account – why should people follow/like you in addition to the main SIU SOM?
- Analyze what works and what doesn't work. Use Facebook Insights and Twitter Analytics to determine which links and posts are shared, liked and clicked on most often; what time of day/day of week generates the most interest; what type of content your audience is most responsive to.
- Always maintain patients' confidentiality; do not violate HIPAA. Don't post information about patient's health – even with private information changed/deleted – people can still figure it out; do not risk violating patient confidentiality   (Read Best Practices for Medical Professionals.)
- Address complaints and negative reviews quickly and professionally. (Read User Guidelines for Responding to Posts)
- Consider real time posts, such as Facebook Live or Periscope, when you have something especially interesting to share.
- Use the Facebook "share" feature to repost content from reputable sources while also giving that source credit for its original post.
- Ask Public Relations for help anytime.

RESPONDING TO POSTS (POSITIVE & NEGATIVE)
Required Reading: USER GUIDELINES FOR RESPONDING TO POSTS

ACCOUNT INFORMATION

Please fill in the following information to register your account with the Office of Public Relations:

Today's date:

Department/division/unit:

Name of social media site coordinator:

Office phone number:

Cell phone number:

Email address:

Name of back-up social media site coordinator:

Office phone number:

Cell phone number:

Email address:

Proposed page or account name:

Landing page:

Username:

Password:

Tell us about your social media strategy:

What is the intended goal or purpose of your social media site?

Who is your intended audience? (e.g. patients, health care professionals, referring providers, etc.)

SIU MEDICINE
OFFICE OF PUBLIC RELATIONS
AND COMMUNICATIONS

How will your social media site meet the needs and interests of your audience?

What calls do action do you want your audience to take?

How often will you manage your social media site?

Why is this social media site a better way to deliver information than other channels, such as your department/unit's webpage, SIU SOM's Facebook or through email?

How will you measure success?

How will you handle inappropriate comments, reviews, mentions, etc.?

Have you read Public Relations' "Social Media: Best Practices"?

Have you read Public Relations' Guidelines Regarding Negative Posts"?

By signing this document, you agree to the terms set forth by the SIU School of Medicine Office of Public Relations and accept the responsibility to become one of the keepers of the SIU School of Medicine brand.

Signature of Social Media Site Coordinator

X

Signature of Backup Social Media Site

X

Signature of Department Chair/Unit Coordinator

X

Questions? Email or call Lauren Murphy, lmurphy73@siumed.edu, *217-545-2819.*