

Policy Name:	Social Media		
Section #:	4.4	Section Title:	Code of Professional & Personal Conduct
Approval Authority:	GMEC	GMEC Approved:	3/28/2025
Responsible Executive:	DIO	Revised:	2/6/2025
Responsible Office:	Office of Clinical and Health Affairs, Rutgers Health	Contact:	Institutional Coordinator

1. Reason for Policy

The purpose of this policy is to provide guidelines for the appropriate use of social media by residents, fellows, faculty, and staff within the Rutgers Health Graduate Medical Education (GME) programs. This policy aims to balance the benefits of social media in education, research while ensuring that social media use aligns with the professional standards of the medical community, maintains ethical behavior, protects patient confidentiality, and upholds the reputation of the institution.

2. Resources

- I. ACGME Institutional Requirements
- II. ACGME Common Program Requirements

3. Scope

This policy applies to all residents, fellows, core faculty, and staff involved in GME programs. It covers all forms of social media, including but not limited to blogs, social networking sites, professional networking sites, video and photo sharing sites, and other platforms that facilitate online communication, both personal and professional. In the context of this policy, professional accounts refer to social media posts developed for the purpose of promoting Rutgers-related activities. All other accounts would be considered personal.

4. The Policy

I. Professionalism and Conduct:

- a. Personal and professional social media accounts should be clearly distinguished. Professional accounts should be used for educational and professional purposes only.
- b. Personal use of social media should not interfere with work responsibilities or institutional missions.
- c. Housestaff must also comply with the social media use policies of their respective employers.

II. Patient Confidentiality:

- a. Under no circumstances should patient information be shared on social media. This includes any information that could potentially identify a patient, directly or indirectly.
- b. Residents, fellows, faculty, and staff must comply with HIPAA regulations and institutional policies regarding patient privacy and confidentiality.
- c. Do not disclose any confidential or proprietary information related to the institution, patients, or colleagues, including references to public events that may provide patient identifiers.

III. Institutional & Facility Representation:

- a. When representing the institution on social media, residents and fellows must adhere to the institution's branding and communication guidelines.
- b. Include disclaimers to indicate that personal opinions are not representative of the institution's official position.
- c. Residents, fellows, faculty, and staff should not post social media in real time during the workday, particularly in relationship to active or sensitive work issues.

IV. Personal Use:

- a. Residents and fellows should be mindful of the potential impact of their online presence on their professional reputation and the reputation of the institution.
- b. Personal opinions should be clearly stated as such and should not be presented in a way that implies institutional endorsement.
- c. Residents and fellows should not post images of themselves in Rutgers-branded attire involving illicit substances, alcohol, or tobacco products, or engaging in disorderly, disrespectful, or offensive actions inconsistent with the institution's values.

V. Conduct and Behavior:

- a. Demonstrate sound judgment and accountability for your online actions
- b. Maintain respect and courtesy in all online interactions, particularly on institutional social media platforms.

VI. Monitoring and Enforcement:

- a. The sponsoring institution reserves the right to monitor social media activity related to its programs and to take appropriate action as necessary. Disciplinary actions (i.e. termination, probation, etc.) must follow due process as per Rutgers Health policies.

Conclusion: This policy is designed to support the responsible use of social media by GME participants, ensuring that their online activities reflect the high standards of the medical profession and the institution. Adherence to this policy will help protect patient confidentiality, maintain professional integrity, and promote a positive institutional image.