



Penn Medicine

Perelman School of Medicine
University of Pennsylvania Health System
Social Media Handbook

Table of Contents

Getting Started.....	3
Before Creating an Account	3
Creating Your Account	3
Maintaining Your Account	4
What Not to Post	4
Best Practices.....	4
Develop your strategy and social media plan.....	4
Create a bio and use an image for your icon	4
Spend some time familiarizing yourself with the platform.	5
Promote your account once you’re ready	5
Basic Lingo and Terms.....	6
General.....	6
Twitter.....	6
Facebook.....	6
Twitter Tips	7
Who to Follow.....	7
Posting.....	7
How to Write a Good Tweet	8
Constructing a Tweet	8
Hashtags and Search Terms	8
Links and Pictures.....	8
Communicating via @ and DM	8
Sample Tweets:.....	9
Facebook Tips.....	10
Facebook Brand Page vs. Facebook Group	10
Creating Your Brand Page	10
Posting Guidelines.....	10
Policies, User Agreement, and Questions.....	12
Policies	12
User-Created Content:.....	12
Consumer-Created Content:.....	12
Questions or Concerns:.....	15

Getting Started

This guidance is intended for Centers, Institutes, Department, Divisions or other groups – *not* individual faculty members or staff – aiming to create social media accounts representing the activities and interests of their group as part of Penn Medicine.

Before Creating an Account

- Identify a lead to serve as the central point person. Decide who will serve as a back-up.
- Define objective and target audience.
- Listen.
- Develop and articulate a strategy.
- Obtain approval from [Penn Medicine Social Media Committee](#).

Creating Your Account

- Select a social media platform in collaboration with the Penn Medicine Social Media Committee.
 - Research the available social media platforms and determine the best one(s) for your needs and resources. Your strategic objective and target audience should dictate the tool you use; don't select a social media tool just because you think you should.
- Establish account expectations, including posting frequency.
 - The best social media accounts are active, informative and engaging. Ensure that you have the resources to sustain your social media activity for the long-term.
- Name and brand account according to official [Penn Medicine Branding Guide](#).
 - Use approved, high-resolution images and logos
 - Consult with the Penn Medicine Social Media Committee to establish your account's official name.
- When you launch your accounts, make sure to notify the [Penn Medicine Social Media Committee](#) by email so we can update our records.
 - Make sure all fields and descriptions are filled out on the account.
 - Include a link back to www.pennmedicine.org or www.med.upenn.edu as appropriate.
 - Link to (or follow, like, etc.) the main [Penn Medicine accounts on each platform](#) and other Penn Medicine related group accounts.
- Run with it. Adjust as you go.
 - The reputation of Penn Medicine as a leader in health care, both locally and nationally, and the commitment to high quality patient care, education and research should be the utmost priority when creating and posting to social media accounts.
 - Promote the account beyond the medium:
 - Send an email notification to prospective followers
 - Add an icon and link to your website and email signature
 - Work with Marketing, as appropriate, to incorporate the icon and link in all print materials about your enterprise

Maintaining Your Account

- Post as often as appropriate for your chosen social media platform. Twitter can handle a high volume of content; Facebook users tend to be more sensitive to over-posting. Consult with the Penn Medicine Social Media Committee if you have questions about optimal posting frequency.
- Use helpful tools like Sprout Social, HootSuite and TweetDeck to ease your workload. Schedule tweets in advance and monitor relevant keywords. Some of these tools offer additional analytics to what is built into the channels themselves.
- If you have accounts on multiple social media channels, keep in mind that it usually doesn't make sense to distribute the same content to all channels. Make sure your approach is tailored to the social media channel.

What Not to Post

- Penn Medicine encourages you to use your best professional judgment when determining whether content is appropriate to post and always be courteous, honest and respectful.
- HIPAA-protected or otherwise sensitive information without the required written consent.
- Clinical trial information intended to recruit trial participants (unless approved by the IRB and Penn Medicine Communications as part of the pilot program to promote trials via social media, develop best practices for the dissemination of this information, and examine the effectiveness of this approach).
- Content that belongs on personal accounts or isn't directly relevant to your center/program/department at Penn Medicine.
- Content that you wouldn't share in a public work setting or as part of your role at Penn Medicine.
- Pictures of alcohol or any other recreational activities that can jeopardize someone's career prospects or the reputation of Penn Medicine.
- If you're unsure whether content is appropriate or which clearances you need to post, please contact the Penn Medicine Social Media Committee.

Best Practices

Develop your strategy and social media plan

The Penn Medicine Social Media Committee recommends that you develop a social media strategy prior to promoting your accounts. Hopefully, you've already asked yourself these questions when choosing which social media platforms to use. If not, here are a few things to consider:

- What do you want to accomplish? -- Are you interested in driving traffic back to your website? Raising awareness? Generating and curating valuable information?
- How will you measure success? -- Do you want a large number of followers, or are you more focused on engagement?
- Who is responsible for posting to the account, and how often? Do you have a back-up?
- If someone posts a negative or urgent issue, how will you react?
 - Reach out immediately to Penn Medicine's Social Media Committee if you run into an issue that needs to be addressed by Crisis Communications (robert.press@uphs.upenn.edu or 215-662-2560) or Patient and Guest Relations (check with Communications first).
- Have you developed an editorial calendar so you know what you're supposed to post and when?

Create a bio and use an image for your icon

- Obtain approved icon images from Penn Medicine Marketing.
- Link all accounts to the [Penn Medicine Guideline for Participation in Penn Medicine Social Media](#), as required by Penn's Privacy office.
- A full bio helps your account appear in search results if you choose your keywords wisely, and it gives your account a more professional and official feel.
- Be sure to link to your website and Penn Medicine's website in your bio or description.

Spend some time familiarizing yourself with the platform.

The best way to understand Facebook, Twitter or any other social media site is to dive in and start using it! Become engaged with these tools, listen to the conversations that are already going on and figure out what your group can offer by joining.

Promote your account once you're ready

Promote your account by alerting friends, colleagues and patient advocacy organizations of your new social media presence.

If you are posting on behalf of a Penn Medicine group, be sure to add your group's social media information to [Penn Web A-Z](#) and email PennMedicineSocialMediaCommittee@uphs.upenn.edu to promote the page!

Basic Lingo and Terms

For a complete list, see [Twitter's Glossary](#) and [Facebook's Glossary](#).

General

Avatar Your profile image that appears next to all posts. Generally, this should be your logo. A Facebook avatar must be 180 x 180 px (but will be cropped to 160 x 160); a twitter avatar is 128 x 128 px (but either can be viewed full size). You don't want this image to be too small or too detailed, as the avatar size shrinks depending on where it is used in the application.

Twitter

@ Used to publicly reply to someone when placed at the front of the tweet or to mention someone when placed within or at the end of the tweet.

Hashtag (example: [#cancer](#) or [#HUP](#)) A type of keyword used to tie your tweet to other tweets about the same topic. Hashtags can be used for serious purposes or subjective humorous commentary.

Retweet Reposting a tweet to your feed, either by clicking Retweet underneath it (tweet will appear exactly as it appears on your screen) or by manually copying and pasting, adding RT [@personwhooriginallypostedtweet](#) [original tweet content]. **If you change an original tweet and resend it, common practice dictates that you use "MT" (modified tweet) instead of "RT".**

Facebook

Pages Facebook has several kinds of pages: individual pages, groups, and Brand Pages. **You should set up a Brand Page for your organization.** A Brand Page is like an individual's page, where you can publish information, photos, videos, events, and content to the News Feed. Group pages do not have this feature and are generally less popular or searched.

Cover Photo The large background image that appears at the top of Facebook Pages. This should be a photo that represents your group, organization, or location. A cover photo is 851 x 315 pixels.

Share To share a post in your newsfeed on your own page. A box should appear to add your own commentary.

@ Like Twitter @ replies, Facebook lets pages reply to other Brand Pages and to individual accounts that comment on your material. When typing your post, the @ symbol will show a drop down menu as you type from which you can select the Page or user you are mentioning. It will not automatically tag the person, so you must select the page from the drop down menu.

Like There are two ways to "like" content on Facebook. You can click "like" below individual posts or you can click "like" on a Page. Liking an individual post will only let the poster know you liked it, but liking a Page is akin to "following" or subscribing to their posts. Use individual likes to determine popular content and Page likes to see how many people are subscribing to your content.

Twitter Tips

Who to Follow

- Follow influencers and thought leaders. There's a good chance they'll follow you back!
- Find and connect with other organizations doing similar work to your own. They often produce valuable content that you can share with your followers. There may be opportunities to cross-promote.
- Find other Penn and Penn Medicine-related accounts on the [Penn Medicine Stay Connected](#) page or on the [Penn Web A-Z](#) directory.

Posting

- Space out your posts. You can use tools like TweetDeck, HootSuite or Sprout Social to schedule posts in advance and spread things throughout the day and week.
- Consider the time of day when you post. The heaviest usage times are rush hours (morning and evening) and lunchtime hours.
- Twitter can handle a higher volume of content than other social media platforms so there's room to repeat your messages a bit. Just make sure you rephrase them instead of copying and pasting the exact same text.
- If you're posting content that's part of a larger conversation, include the appropriate hashtag to link your content to the rest of the dialogue.
- If your post pertains to other Twitter users, alert them by including **@theirhandle** at the end of your post.
- Reach out immediately to [Penn Medicine's Social Media Committee](#) if you run into an issue that needs to be addressed by Crisis Communications (robert.press@uphs.upenn.edu or 215-662-2560) or Patient and Guest Relations (check with Communications first).

Remember: *People will follow you if they think you're a reliable and timely source of interesting information.*

How to Write a Good Tweet

Constructing a Tweet

- Tailor your tweet to the audience.
- Pay extra attention to the first few words since that's what most people read when skimming.
- Quotes and questions make great tweets.
- Include a relevant link or photo whenever possible.
- Try not to use all of the 140 characters so people who retweet can add commentary (120 characters, including the link, is ideal).
- Make your tweets short, engaging and to the point.

Hashtags and Search Terms

- Use #hashtags to join an existing movement or conversation. Don't use them excessively, as this will turn people away from your content. Don't hashtag general words or terms used within the tweet. Twitter will automatically find it as a search term.
- Conduct searches of the content in your tweet prior to posting to find any relevant hashtags.

Links and Pictures

- Use a link shortening service (like Bit.ly) to save characters and track the click-through rate on your tweets.
- Try to upload photos directly to Twitter via the "attach a photo" button so that it shows up on your homepage sidebar.

Communicating via @ and DM

- DM (Direct Messages) are private, while RTs and @ mentions are public, so be aware of which you are composing!
- When you start a tweet with @, it only appears on your feed and on the feed of the person to whom you direct the tweet. If you want to start a tweet with @, but you want it to go out to all your followers, make sure to put a period before the @ symbol (i.e. - .@Example)
- Be responsive and engaging. If someone @ or DM contacts you, reply as quickly as possible.
- Curation of content can be just as useful as producing content. See an interesting tweet? Retweet or favorite it. Make sure that you retweet content from reliable and appropriate sources and try to add commentary when you do so. You'll find that if you promote others, they often return the favor.

Sample Tweets:

*Rare Mutation Ignites Race for [#Cholesterol](#) Drug —
<http://nyti.ms/10M20ND> via [@nytimes](#), with [@PennMedicine](#)'s
Daniel J. Rader*

*UV rays from the sun are the main cause of [#skincancer](#). Learn how
to apply [#sunscreen](#) and protect your skin! <http://bit.ly/12oNcB7>*

*Director of Penn Memory Center reveals what he tells patients about
avoiding Alzheimer's. via [@PennAging](#) [@USATODAY](#)
<http://ow.ly/nck5N>*

*[@theNCI](#) estimates 2013 will see 238,590 new [#prostatecancer](#)
cases diagnosed. Join Penn Uro/Rad Onc [@GaryPapaRun](#) 6/16
<http://bit.ly/11d1gMY>*

Facebook Tips

Facebook Brand Page vs. Facebook Group

The Penn Medicine Social Media Committee recommends that you create a page rather than a group or profile for your department or program. The chart below compares the features offered by fan pages and by groups.

Feature	Brand/Fan Page	Group
Allows personalized URLs	Yes	No
Appears in search engine results	Yes	No
Admin can access visitor statistics and analytics	Yes	No
Discussion features and forums	Yes	Yes
Cross-promotion via @ mentions on other pages	Yes	Yes
Create events and send invitations	Yes	Yes
Twitter or blog feed integration	Yes	No
Visible to unregistered people	Yes	No
Followers can leave comments and “likes”	Yes	No
Send out bulk emails to your members’ in boxes	No	Yes
Publish content to the News Feed	Yes	No
Hide administrator’s personal account	Yes	No
Can be made private	No	Yes

Creating Your Brand Page

- To create a brand page, you’ll need to have a Facebook account.
 - We encourage you to create a work-only Facebook account to start your Facebook page. This way, your page won’t be linked to your personal Facebook account.
- Go to www.facebook.com/pages/create.php to create your page.
 - Fill out all descriptions and fields.
 - Make sure you have an approved avatar image and cover photo.

Posting Guidelines

- Make your posts relevant, catchy and share-worthy.
- Avoid sending too many updates to your fans.
- Keep posts under 420 characters. Facebook will hide anything above that limit.
- Monitor comments on your Facebook wall daily and respond to those that warrant it as quickly as possible.
 - Reach out immediately to Penn Medicine’s Social Media Committee if you run into an issue that needs to be addressed by Crisis Communications or Patient and Guest Relations.
- Use a link shortening service to save characters and track the click-through rate on your posts.

- Like other Penn Medicine Facebook pages or page that have topics similar to your page.
- Ask students, staff and faculty to share your content and like your Facebook page.
- Follow relevant and appropriate organizations. Reach out to them to cross promote each other.

Policies, User Agreement, and Questions

Policies

Penn Medicine shares information, images, and video with the public through blogs on its website and through external websites including but not limited to Facebook, Twitter, Google+, LinkedIn, Flickr, YouTube, and Pinterest. Comments by the public made to these accounts are reviewed and, while they will not be edited by Penn Medicine or its staff, may be deleted if found to be in violation of this comment policy.

User-Created Content:

Users are welcome to submit or post content, including photographs and videos, to a Penn Medicine account where Penn Medicine allows users to post content, the content meets the standards articulated in this Customer Use Policy, and the content pertains to the subject of the social media site. Users may only post their own, original content. Reproduced or borrowed content that reasonably appears to violate third party rights will be deleted.

Per the [Guidelines for the Use of Social Media at Penn](#), regarding Departmental and Other Organizational Accounts:

Make sure when setting up an “organizational” account that you are authorized to speak for the organization. It should be clear to the viewer what organization is hosting the account—perhaps a department, center, or School. The use of the University’s name, shield, logos or other insignia for personal or non-University related purposes is prohibited and is regulated by the Office of the University Secretary. University Communications is the official voice of the University and should be consulted if you are in doubt about the suitability of any message reflecting on Penn. Make sure you have the time and resources to responsibly maintain and monitor the use of the account.

Consumer-Created Content:

[Guidelines for Participation in Penn Medicine Social Media](#)

These guidelines are for anyone who may wish to interact with Penn Medicine through our institutionally sponsored [social media channels](#).

While we encourage your posts and comments in social media channels maintained by Penn Medicine, please understand that we cannot respond to every comment, and that we will not offer medical advice, diagnosis or treatment via the internet. If you have a question about your specific medical condition, please contact your doctor or other qualified health care professional. If you are in the United States and believe you are experiencing a medical emergency, please call 911.

Penn Medicine moderates comments posted on our sites, and we reserve the right to delete comments that are abusive, derogatory, off topic, inaccurate, offensive, illegal or that contain foul language, spam or advertisements for commercial products. Disagreements and feedback/criticism are

permitted, but mutual respect is a must and abusive language is out of bounds.

For your privacy and confidentiality, you should consider carefully before posting personal medical information to the internet. Please remember that your posts and comments are available for all to see. Once posted, confidentiality and privacy cannot be maintained.

Your use of any of the social media channels maintained by Penn Medicine is subject to the Terms and Conditions of Use set forth below. By accessing, viewing, posting or otherwise using any content on or available through the Penn Medicine social media channels, you unconditionally accept these Terms and Conditions of Use. If you do not agree to the Terms and Conditions, you may not use the Penn Medicine social media channels.

Terms and Conditions of Use

1. Use of Penn Medicine social media does not create a physician-patient relationship with any Penn Medicine health care professional. Penn Medicine's social media sites are made available with the understanding that the content and service providers are not engaged in rendering medical, health, psychological or any other kind of personal professional services through these sites. Users should consult with a medical, health or other competent professional before taking any action or drawing any inferences based upon the information accessed or viewed through the sites; any action taken by a User in response to information obtained from a social media site is at the User's discretion. Nothing posted on any Penn Medicine social media site should be relied upon to replace or overrule a licensed health care professional's judgment or clinical diagnosis.
2. Neither Penn Medicine nor its content or service providers guarantee or warrant the Penn Medicine social media sites against errors, defects, delays, omissions, interruptions or losses, including losses of data, nor are any files downloaded from a Penn Medicine site warranted or guaranteed to be free of viruses, bugs, worms or other such destructive properties.
3. Each User grants Penn Medicine the irrevocable, perpetual, transferable, non-exclusive, royalty-free worldwide license (with the right to sublicense) and right (i) to reproduce, publish, distribute and display content that the User posts or contributes, (ii) to create derivative works from the content that the User posts or contributes, (iii) to edit, modify or delete content, and (iv) to use content that the User posts or contributes for any Penn Medicine purpose.
4. Users are responsible for content submitted to social media sites. You may not submit any material or content that infringes any patent, trademark, copyright or other proprietary rights of any party. You agree that you will not violate any local, state, federal and international laws and regulations, including those related to copyright and other intellectual property rights. You further agree that you will not submit any information that (i) is disruptive, threatening, abusive, profane, harassing, embarrassing, defamatory, libelous, obscene, hateful or racially, ethnically or is otherwise objectionable as solely determined by Penn Medicine, (ii) contains any product or service advertisements or endorsements, or (iii) can be construed as political lobbying.

If you believe that someone has infringed a copyright that you own by posting content on a Penn Medicine social media site, please notify our copyright agent and follow these instructions carefully: http://www.upenn.edu/computing/security/reporting_copyright.php.

5. Users may not make any commercial use of any Penn Medicine social media site or any content, code, data or materials on or available through the Penn Medicine social media sites. Users may not download, post, display, publish, copy, reproduce, distribute, transmit, perform, broadcast, create derivative works, sell or otherwise exploit any content, code, data or materials on or available through the Penn Medicine social media sites, which is not otherwise a fair use by the User under then-current U.S. copyright law. Users also agree not to alter, edit, delete, remove or otherwise modify the meaning, appearance or purpose of any content, code, data or materials

on or available through the Penn Medicine social media sites, including, but not limited to, altering, obscuring or removing any trademarks, trade names, logos or other proprietary rights notices.

6. Penn Medicine reserves the right to edit, modify, remove or delete any content or other information or materials submitted by Users.
7. Penn Medicine also reserves the right to monitor, restrict, block, suspend or discontinue your access to the Penn Medicine social media sites, at any time, with or without advance notice, and for any reason or no reason at all.
8. Penn Medicine may, without any liability to you, disclose your communications and activities with Penn Medicine social media in response to lawful requests by governmental authorities, judicial orders, warrants or subpoenas, or for the protection of Penn Medicine rights.
9. You agree to defend, indemnify and hold Penn Medicine and its content and service providers harmless from any and all claims, liabilities, losses, damages, settlements, judgments, costs and expenses, including attorneys' fees, arising in any way from your use of or access to Penn Medicine social media. Penn Medicine reserves the right, at its sole expense, to assume the exclusive defense and control of any matter otherwise subject to indemnification by you, and in such case, you agree to cooperate with Penn Medicine's defense of such claim.
10. Penn Medicine may suspend, change or discontinue any aspect of Penn Medicine social media at any time.
11. PENN MEDICINE SOCIAL MEDIA, INCLUDING, WITHOUT LIMITATION, ALL SERVICES, CONTENT, FUNCTIONS, MATERIALS AND INFORMATION PROVIDED THROUGH PENN MEDICINE SOCIAL MEDIA, ARE PROVIDED "AS IS," "AS AVAILABLE," WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, ANY WARRANTY FOR INFORMATION, DATA, DATA PROCESSING, UPTIME OR UNINTERRUPTED ACCESS, ANY WARRANTIES CONCERNING THE AVAILABILITY, DISPLAYABILITY, ACCURACY, PRECISION, CORRECTNESS, THOROUGHNESS, COMPLETENESS, USEFULNESS OR CONTENT OF INFORMATION, AND ANY WARRANTIES OF TITLE, NONINFRINGEMENT, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, AND PENN MEDICINE HEREBY DISCLAIMS ANY AND ALL SUCH WARRANTIES, EXPRESS AND IMPLIED.
12. USER ASSUMES ALL RESPONSIBILITY RELATED TO THE SECURITY, PRIVACY AND CONFIDENTIALITY RISKS ASSOCIATED WITH SENDING ANY CONTENT OVER THE INTERNET. PENN MEDICINE DOES NOT WARRANT OR SAFEGUARD AGAINST INTENTIONAL OR MALICIOUS ATTEMPTS TO INTERCEPT OR COMPROMISE USER INFORMATION POSTED TO PENN MEDICINE SOCIAL MEDIA OR SENT OVER THE INTERNET.
13. IN NO EVENT, INCLUDING BUT NOT LIMITED TO NEGLIGENCE, SHALL PENN MEDICINE, OR ANY OF ITS TRUSTEES, OFFICERS, EMPLOYEES, FACULTY, AGENTS OR CONTENT OR SERVICE PROVIDERS BE LIABLE FOR ANY DIRECT, INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL, EXEMPLARY OR PUNITIVE DAMAGES ARISING FROM, OR DIRECTLY OR INDIRECTLY RELATED TO, THE USE OF, OR THE INABILITY TO USE, PENN MEDICINE SOCIAL MEDIA OR THE CONTENT, MATERIALS AND INFORMATION RELATED THERETO, USER'S PROVISION OF INFORMATION VIA PENN MEDICINE SOCIAL MEDIA, LOST BUSINESS OR LOST SALES, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES IN ADVANCE.
14. Any dispute, claim or action related to your use, viewing, posting or access to Penn Medicine social media shall be construed in accordance with the laws of the Commonwealth of Pennsylvania, without regard to its conflicts of laws principles.
15. PENN MEDICINE RESERVES THE RIGHT, AT ITS SOLE DISCRETION, TO SUSPEND, MODIFY OR UPDATE THESE TERMS AND CONDITIONS AT ANY TIME WITHOUT ADVANCE NOTICE. Changes will be effective when posted. Users' continued use of the Penn Medicine social media after such changes to the Terms and Conditions of Use are posted will be considered acceptance of those changes.
16. If any term, condition or provision of these Terms and Conditions of Use is found to be invalid or unenforceable, such invalidity or unenforceability shall not affect the remainder of the Terms and Conditions of Use.

Questions or Concerns:

Questions or concerns regarding Penn Medicine's social media accounts and this comment policy should be directed to the Penn Medicine Social Media Team at PennMedicineSocialMediaCommittee@uphs.upenn.edu