UTMB Social Media Disclaimer: An Addendum to the UTMB Handbook of Operating Procedures Policy 2.19.7—Use of Social Media

A quick note for patients reading this document:

If you are currently experiencing a health emergency or need care for an urgent medical condition, please contact your doctor's office or local Emergency Medical Service. UTMB social media sites do not offer health, medical, psychological or other personal advice and they are not monitored continually for posts requesting such advice.

About this Document

The following information outlines basic guidelines for how The University of Texas Medical Branch manages its social media presence. For the university's full policy, visit UTMB's institutional handbook and review **Policy 02.19.07: Use of Social Media.** It also provides information for visitors to UTMB's social media pages.

UTMB Official Pages

The University of Texas Medical Branch's social media presence includes official institutional pages and sites managed on behalf of the entire organization by the Office of Marketing and Communications, as well as pages and sites maintained by recognized departments and programs. These official UTMB sites are governed by standards outlined in User Guidelines for UTMB Health Social Media Accounts.

The official UTMB institutional social media channels managed by the Office of Marketing and Communications include (as of January 2017): external and internal Facebook pages, Twitter @utmbhealth and @utmbnews, YouTube, Flickr, Google+, Instagram. The group also monitors and evaluates emerging social media channels.

Posting Guidelines for the Public

Please remember that any item posted on a social media channel may be seen by thousands of people. Users of social media should use discretion when sharing any personal information, and not post medical information, clinical images or other sensitive content on any of UTMB's social media sites. Please do not share information such as medical record numbers, financial information or any other sensitive information. Similarly, do not post private, personal or sensitive information belonging to or about any other person or organization.

To maintain a positive and productive online community, **please do not**:

- Post material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, embarrassing to any other person or entity; that contains profanity, threats or hate speech; or that is offensive to a reasonable person or violates the rights of others, as determined by UTMB Health in its sole discretion.
- Post material that infringes on the rights of any third party, including intellectual property, privacy or publicity rights.
- Post advertisements, commercial content or solicitations for business.
- Impersonate another person or allow any other person or entity to use your identity for posting or viewing comments.
- Post content containing links that may be deemed a risk to information security.

- Post the same comment more than once or post chain letters or pyramid schemes.

***Although user-provided content is not screened or evaluated during the submission process**, UTMB reserves the right, at its discretion, to monitor and remove any content it deems inappropriate.*

Likes and Links

Please be aware that the "likes," hashtags and links to websites and pages belonging to other people and organizations:
- Do not constitute UTMB Health's official or global endorsement of such people or organizations or of any products, services or publications offered by such people and organizations;
- Do not signify UTMB Health's agreement with or support of all information, views and opinions expressed by these people and organizations; and
- May not reflect UTMB Health's official views.

Likewise, opinions expressed by friends/followers, via unique postings or comments on existing UTMB postings, do not necessarily reflect the opinion of our organization.

Images, Location Services, Privacy and Tagging

Please be aware that many modern devices track location to enable advanced features and enhance convenience. Photos and other data taken at and/or tagged to "UTMB" may automatically be associated with UTMB's pages by Facebook or other channels, and appear/be available to the public via our pages—UTMB may have no control over this. Please be advised of this issue and review the privacy and photo management settings on the social media sites you use. You may also review UTMB's privacy policy online. Your privacy is important to us.

Policies, Disclosure and Terms

Please remember that UTMB social media content is subject to State of Texas public information laws and may be subject to disclosure under the Texas Public Information Act.

Use of UTMB social media does not create a provider-patient relationship with any UTMB health/medical professional. UTMB's social media sites are not provided for the purpose of rendering medical, health, psychological or any other kind of personal professional services. For your privacy and protection, we cannot answer any personal questions about any medical condition via social media.

UTMB encourages users to report content that violates codes of conduct of specific social media channels directly to those outlets, using established reporting links. Questions or concerns may also be sent to social@utmb.edu.

By engaging with UTMB via its social media sites, you agree to these terms and agree that you will indemnify UTMB Health against any damages, losses, liabilities, judgments, costs or expenses arising out of a claim by a third party relating to any material you have posted on a site.