



Department of Nursing – Facebook Group Resource Document

Related Documents/Resources: [Enterprise Social Media Policy](#)
[The Mayo Clinic Social Media Network](#)

Appendix A: Social Media Readiness Questionnaire

Purpose:

To provide direction for staff who plan to create a private Facebook Group under the Mayo Clinic Department of Nursing, such as an inpatient unit, ambulatory area, or service line. The information below includes guidelines for appropriate use of groups and best practices. Please note that each work area/unit is solely responsible for developing and maintaining its own social media medium.

DEFINITION:

Social media is any website or medium (including video) that allows for communication in the open (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)

Facebook page is a public profile specifically created for businesses, brands, celebrities, causes, and other organizations. Unlike personal profiles, pages do not gain "friends," but "fans" - which are people who choose to "like" a **page**.

Facebook group is a public or private page created for an organization or business to promote activities for small group communication and for people to share their common interests and express their opinions. Users can join the **group** and post their thoughts on a wall and interact through discussion threads.

Privacy Settings available for Facebook groups are **public, closed, or secret**. Closed groups are more exclusive. Like public groups, everyone can search for and view the name, description and member list of a closed group. But users can't view the group's content until they become a member. To join a closed group you have to be approved by an administrator or invited by a current member.

Secret groups offer the same level of privacy as closed groups under a cloak of invisibility. No one can search for secret groups or request to join them. The only way to get in is to know someone who can invite you. Everything shared in a secret group is visible only to its members.

Social Media Guidelines:

Please refer to the [policy](#) that employees in the Department of Nursing at Mayo Clinic in Arizona must observe in regards to Social Media use. These guidelines apply not only to employee's personal websites, but to postings on other websites, including the personal websites of non-employees.

The Workflow for Employees Authorized To Create/Use Facebook Groups

- Employees that are authorized by the Department of Nursing at Mayo Clinic to create a Facebook group must abide by all applicable policies and guidelines. Mayo Clinic may access this information at any time to monitor compliance with all applicable policies.
- Employees, who want to create a **public** social networking site, such as a Facebook page, representing Mayo Clinic, must get prior approval from the Public Affairs Department.
- Individuals who intend to set up a private Facebook group with the purpose of communicating with other employees will also need authorization to create the site. Groups created by employees and for employees will have to adhere to the same

rules and regulations as outlined, including supervision by marketing and administration. Failure to get authorization for the creation of a social media site may result in removal of the site.

Creating a Group:

Mayo Clinic entities such as hospital departments, ambulatory areas, and service lines may create their own Facebook Group under the following conditions. **Please note each Mayo Clinic Department of Nursing unit/area is solely responsible for developing and maintaining its own social media.**

- 1. Prior to launching a new social media account under the Department of Nursing, submit the Social Media Readiness Questionnaire below.** The Social and Digital Innovation Team in Public Affairs will maintain a Social Media Registry of all Department of Nursing groups.
- 2. There must be two administrators of the group. One administrator of the group must be part of your work area/unit leadership team (Supervisor, Manager, Unit Base Team Chair, NES, or Team Lead,)** please add a member of the Marketing Department to the department group. All admins must complete the [Social for Healthcare Certificate from Mayo Clinic and Hootsuite](#)
- 3. All photos must be appropriate and cannot have any patient identifiers.**
- 4. Complete the “About Us” section of your social media profile/page.** Include a brief description of services provided, as well as the social media guidelines
- 5. The Facebook group must be secret.**
- 6. All members of the Facebook group must be part of your work unit/area.** These groups are not open to the public and members should be employees of your work area/unit. If an employee transfers, is terminated, or leaves the department of nursing they must be removed from the group.

7. **If at any time the Public Affairs Department deems a post inappropriate, they reserve the right to delete the post without notifying other page admins.**
8. **All Facebook Groups must be all inclusive of that work area/unit.**
Alternate groups should not be created for exclusivity purposes
9. **Facebook groups must not be made mandatory for staff.** All education/information that is shared on the social media account must be offered at work

Responding to User Reviews and Comments:

- Delete spam and/or comments that are off-topic, negative, use profanity, or rude language.
- Acknowledge and correct mistakes promptly. To maintain integrity when corrections are made, preserve the original post and post a new comment to show corrections.

Sharing a Patient Story or Testimonial:

Before posting a patient's photo or written testimonial on social media, contact the Public Affairs Department and the patient must complete a consent form to release health information.

MONITORING:

The Public Affairs Department and leadership team reserves the right to monitor, restrict, block, suspend, terminate, delete, or discontinue access to social media accounts or groups at any time without notice and for any reason and at its discretion.

REPORTING INFRACTIONS OR SUSPECTED ABUSE:

Employees have a duty to report employees who violate the Social Media/Networking Policy. Any policy infractions and/or suspected abuse should be sent to the Director of Human Resources.

SOCIAL MEDIA READINESS QUESTIONNAIRE:

Prior to launching a new social media account under the official Mayo Clinic entity, **please complete the Social Media Readiness Questionnaire below and submit to [Social Media Center](#).**

The Public Affairs Team will review all Questionnaires and notify you with their decision.

Which social media accounts are you requesting to set-up? (Please check all that apply).

___ Facebook
___ Group Page
___ Twitter

Other: _____

Who will create and manage postings for social media?

Who will be the administrator of the account?

How often will you post on each social media platform?

What will you be sharing on your social media platforms? (Please check all that apply).

- ___ Health Care Content (i.e. health tips, health care recognition weeks/months)
- ___ Patient Stories or Testimonials
- ___ Work Area/Units
- ___ Promote Services Offered
- ___ Service Change Alerts and/or Department Updates

*Please email [Social Media Center](#) with any changes to Administrators