

— *advice for* —

STAYING HIPAA COMPLIANT

when using social media

What can healthcare providers do to help ensure HIPAA privacy and security rules are adhered to when posting online?

Here are five tips to avoid disclosing PHI when using social media.



NEVER POST ABOUT PATIENTS

It's extremely difficult to anonymize patients - even the subtlest identifier could land you and your practice in a lot of trouble.



DON'T TRUST MESSAGING SERVICES

Privacy of messages relies on the recipient keeping the information to themselves and not leaving themselves logged into public or office computers. Best to avoid private messaging altogether.



EDUCATE YOURSELF AND OTHERS

Staff should always be trained and kept up to date with HIPAA compliance best practices and company social media policies.



DON'T MIX WORK AND PERSONAL LIFE

Healthcare professionals should keep their personal and professional lives separate. Interacting with a patient online could result in PHI inadvertently being exchanged in the public domain.



WHEN IN DOUBT, DON'T POST

People can make mistakes in the heat of the moment. Always take a minute, read the post back to yourself, and consider the potential consequences before hitting the 'post' button

