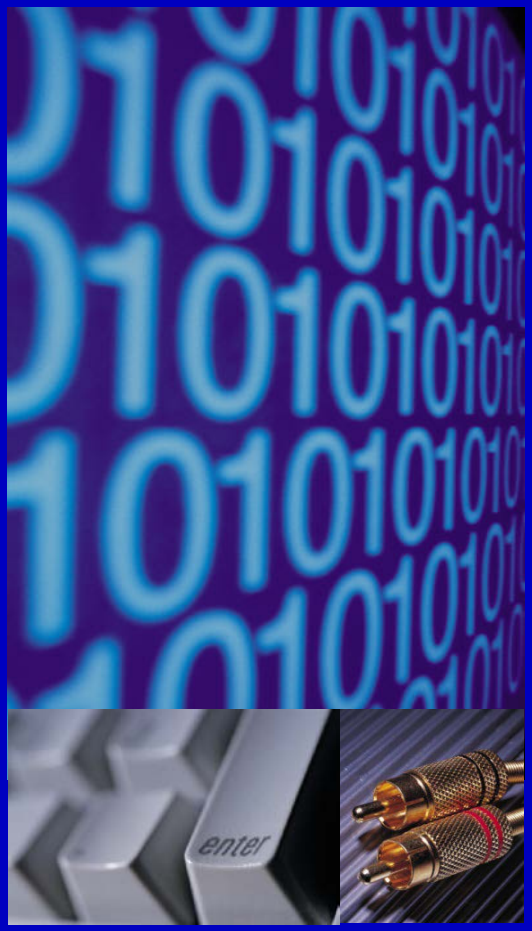

Social Media Security Essentials for OUHSC Faculty, Staff and Students

Presented by:
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OUHSC IT Information Security
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Please turn your cell phones to vibrate or off. Thank you!

Ed-Tech Tuesday

SOCIAL MEDIA SECURITY ESSENTIALS FOR OUHSC FACULTY, STAFF AND STUDENTS

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Learning Objectives

1. Understand State Guidelines
2. Understand OU Physicians Policy
3. Identify common threats

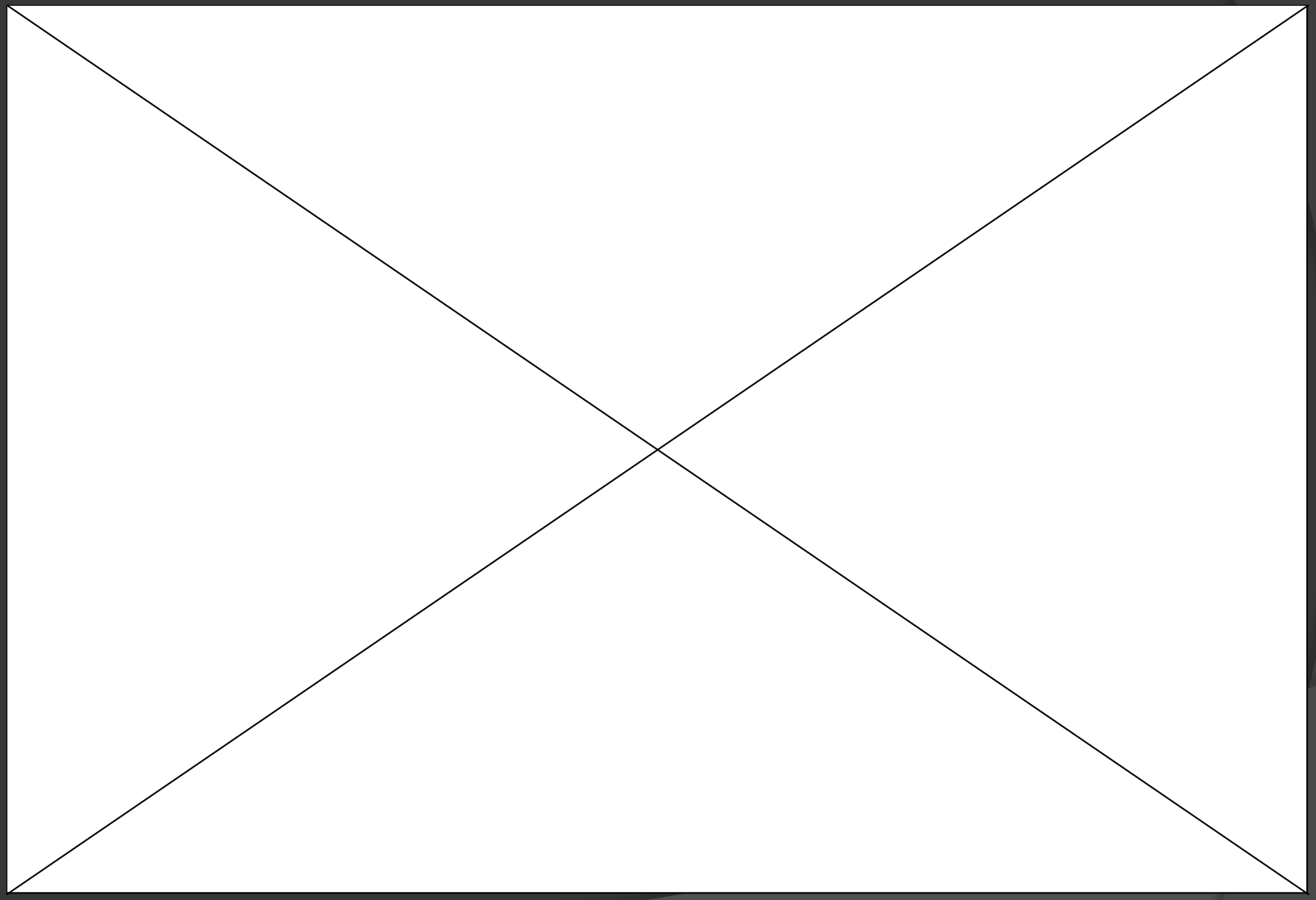
State Guidelines – Personal Use of Social Media

- Remain personal in use only
- Use personal email account for registration

Using personal accounts for business comments guidelines:

- State your name and role
- Use a disclaimer

The Locklear Effect



OU Physicans – Social Media Operating Protocol

- Follow University, state and federal rules & regulations
- Refer to Social Media Guidelines
- PHI MUST NOT be shared
- Sensitive or proprietary information MUST NOT be shared

OU Physicans – Policies

- You are personally responsible for content
- Personal social media relationships with patients, patient family members, etc. are prohibited
- Remember professional at all times
- Personal social media activities should occur outside of business hours

OU Physicians – AMA Recommendations

- Patient privacy and confidentiality requirements
- Use privacy settings
- Routinely monitor privacy settings for changes
- Maintain appropriate boundaries
- Consider separating personal and professional
- Report unprofessional content
- Remember content is subject to interpretation

OUHSC Information Security – OMES Recommendations

- Use a unique username/password combination
- Transmission of sensitive information is prohibited
- OUHSC E-Mail policies apply to files shared over social media

Social Networking Threats

- Access Privileges
- Cross-Site Scripting (XSS)
- Identity Spoofing
- Malware Downloads
- Social Engineering
- URL Spoofing

Social Networking Best Practices

- Include an Approved Disclaimer
- PHI Through Social Media is Prohibited
- Manage Administrator Accounts
- Keep Posts Professional
- Use Appropriate Citations
- Keep Professional and University Social Media Sites Separate
- When in Doubt, Consult Legal

Resources

- Follow policies to help protect your data
  - See http://it.ouhsc.edu/policies/
  - See http://portal.ouphysicians.com/OnlineDocuments
  - See http://www.ok.gov/cio/Policy_and_Standards/Social_Media/