Social Media

Designer Security Presents
Security Best Practices

Social media is a popular and powerful platform to reach patients, current and prospective, and colleagues. Whether you are just getting started or already experienced, the following best practices can help you be more secure.

Claim Your Names

Businesses should create accounts on all popular social media platforms. This prevents someone else from innocently or maliciously creating an account with your name. Even if you don't actively utilize the accounts, claiming them protects and reserves them for you. Be sure to include Facebook, Twitter, and LinkedIn. If your business name is taken, ask the owner if they would give you the name. If they are impersonating you, report the infringement to the platform.

Respond Positively to Negativity

The best way to deal with negative comments or reviews is with empathy. Create genuine and sincere responses to actual customers, such as "Hi _____! We're very sorry this happened to you. That is definitely not what we want our patients to experience. Please reach out to _____ and we'll get this straightened out for you." Ignore trolls, who have no real reasoning behind their complaint or problem that you can actually solve.

Set a Company Policy

Update your Employee Manual to include appropriate use of social media. The policy should cover how employees talk about the company, confidentiality of protected health information and sensitive business information, and password guidelines. Limit employee access to official company social media accounts. If someone leaves the company, immediately revoke their access to your social media accounts.

Create a Disaster Plan

Social media is powerful and one misstep can quickly spiral into a social disaster. Before a crisis strikes, prepare standard responses, pre-draft apologies, and build a list of press contacts to get the story under control. This plan can also cover what to do if your social media accounts get hacked.

Enable Two-Factor Authentication

Require two different ways to verify your identity to login. For example, you might get a text message with a one-time code to enter along with your password. All major platforms offer this option which significantly increases the protection of your account.