Content Owner Agreement Form

*Please print a copy of this form, sign, and mail to **Public Relations, Box 643.***

Terms for URMC Social Media Account

As a "Content Owner" of your new social media platform, you are responsible for posting content and maintaining compliance with URMC policies including those related to HIPAA, Human Subjects Protection, Conflict of Interest, Security, Safety, Non-endorsement, and Human Resources.

You are also responsible for regularly monitoring and maintaining web content to ensure accuracy, the protection of intellectual property and private content, and that comments/posts are respectful and adhere to basic URMC policies.

Each Content Owner agrees:

- *That only qualified URMC professionals will provide medical or health information.*
- *To respect copyrights and disclosures.* Content owners are responsible for obtaining the consent of all parties involved in publication of recordings, photos, images, and text.
- *To prevent stagnant conversation.* Social media content must be refreshed *at least* once weekly (blog), three times weekly (Facebook), and four times weekly (Twitter).
- *To use social media efficiently.* All social media platforms should have a specific purpose; topics discussed should be relevant to the mission of URMC.
- *To moderate all comments.* Comments that are obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or any other person or entity are not acceptable. Content owners agree to take all reasonably possible steps to prevent and eliminate such comments and understand that it may be necessary to discontinue the use of the social media platform if such comments cannot be eliminated or prevented. This does not mean that comments which are negative with regard to URMC should be deleted. As a Content Owner, you agree to involve URMC officers in managing negative or threatening feedback about our organization.
- *To abide by URMC branding guidelines for social media.*

Content Owner Name (printed): _____ **Date:** _____

Platform: _____

Signature: _____