

Employee Advocacy and Social Media: Tips for Recommending Duke Online



Thank you for recommending Duke Children's to the community.

We're grateful for all of our team members who live our Duke values and want to recommend Duke as a great place to work and receive care. You help improve our reputation, share our story with patients and caregivers, and grow our presence and reach in the community.

Below are four key tips to keep in mind when helping us reach the community through social media engagement.

- 1 Engage with Duke Children's**
Follow our Duke Children's social media accounts (handles below). If any content resonates with you, feel empowered to share it with your networks. When sharing your own great content, make sure to tag our accounts as well – we love to engage with our team members!
- 2 Remain Informed**
Make sure you're up to date with the latest news in our service line. Read our blog and join the newsletter at Pediatrics.Duke.edu. We're committed to advancing health together, and our team members are our most critical asset to our work. We are on the cutting edge of research and working to enhance our patient service and engagement to better benefit our patients and their families.

Example of How to Recommend Duke Children's

JD Jane Doe
April 6
Hi, all! I just moved here about a month ago, and I'm looking for a great pediatric cardiologist in the research triangle area. Does anyone have a recommendation?
1 Comment

SD Suzy Duke
Hi, Jane! I am a nurse with Duke Children's, and I recommend checking out our providers at the Duke Children's Cardiology Creekstone clinic. Duke Health experts are dedicated to improving your child's heart health.

Like Reply 5:13 PM

- 3 Uphold Our Duke Values**
While using social media, be helpful, truthful, and professional to all. Make sure you are upholding our Duke values as a representative of our organization. Duke Health values diversity. We treat everyone with respect and appreciate each other's differences.
- 4 Respect Patient Privacy**
As a part of our existing policies, it is essential to respect our patients' privacy, protect confidential information, and comply with appropriate standards of behavior. Never share patient or photos, and do not discuss patient information. If a patient has a complaint or concern, they should contact our Patient Visitor Relations team by calling 919-681-2020 or by sending an email to PatientVisitorRelations@Duke.edu

Don't forget: all existing health system policies apply when using social media. Non-adherence of policy guidelines will result in corrective action for both faculty and staff.