



Integrating Social Media Securing an Open Technology

The Social Media Challenge

Organization Overview

Managing the Risk

Policy and Standards

Monitoring

Response



Agenda



**Christ Centered:
“Extending the Healing Ministry of Christ”**

**Largest Not-For-Profit, Protestant
Healthcare Organization in the US**

**ADVENTIST
HEALTH SYSTEM**

Healthcare Facilities in 10 States

6,694 Licensed Beds

50,000 Employees

8,700 Physicians

2 Hospital Divisions (7 regions, 37 hospital campuses)

Long-Term Care Division

Total Operating Revenue of \$5.7 Billion

Serving 5 Million Patients Annually

Winter Park, Florida

Social Media Challenge



**Healthcare
is a business**

H o c b e I	M s C m	Tra em phy and	Develop customer loyalty Attract skilled clinical staff Embrace new technologies
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Social Media Challenge



RISK

Designed to share information openly

Sharing of confidential information

New jump point for malware

Data from unreliable sources

Social Media is not secure

Technologies are not fully evolved

Reputational harm

Risk-based Approach



Security is
not
responsible
for
everything



Integrity

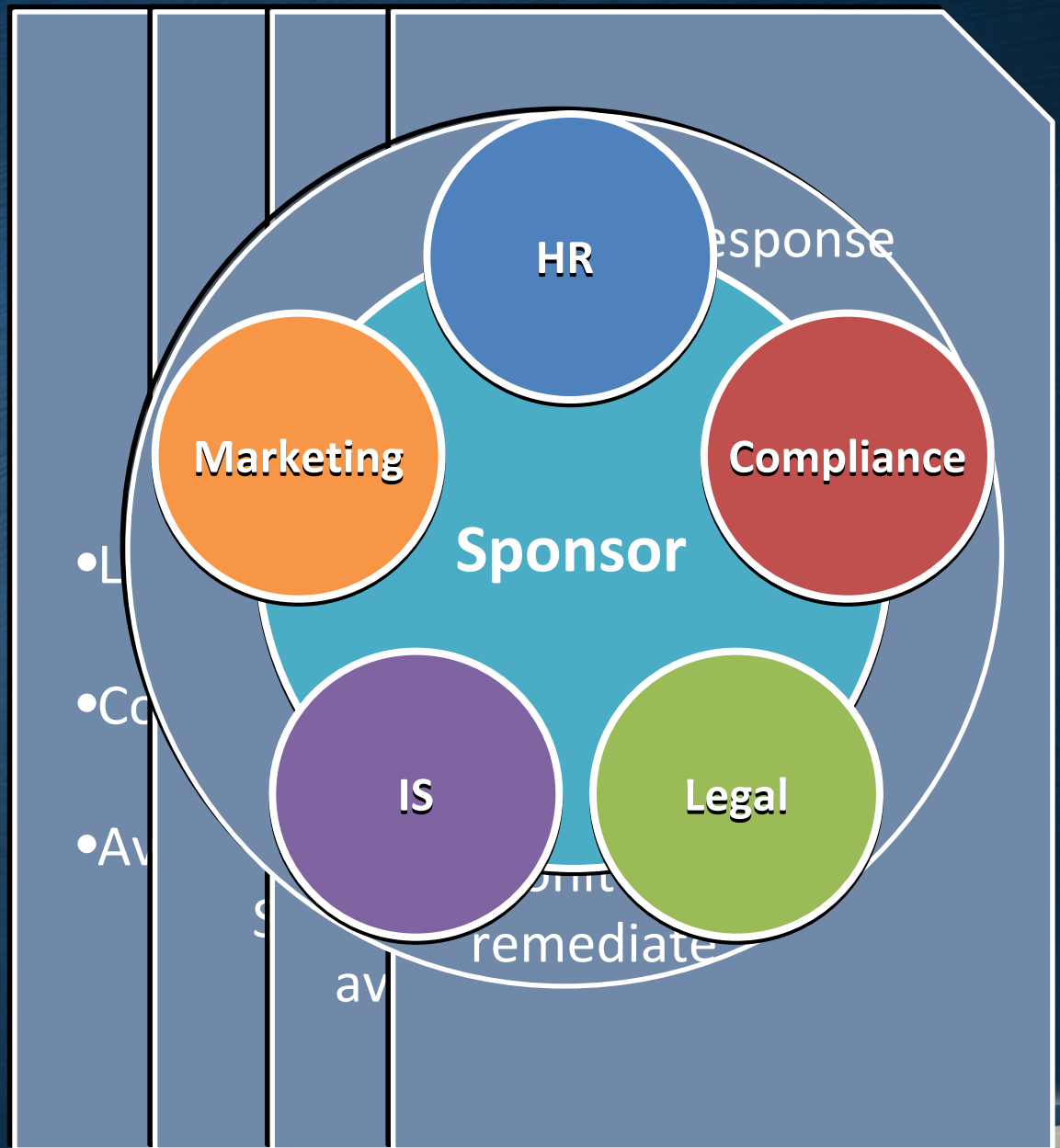
Confidentiality

Availability

Manage the Risk



Apply risk management techniques



Policy

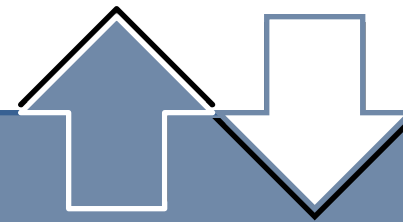
Standards of Conduct



Considerations

Policy

- Purpose and scope of use
- Who will be provided access
- Create an exception process
- Set expectations
- Clearly define penalties for non-compliance
- Exceptions



Standards of Conduct

- Ensure they address electronic forms of communication
- Tie into organization's ethical standards
- Explain "digital persona"
- Address what to do and what not to do

Procedures

And

Technologies



Monitoring
For
Compliance

Automated Alerts

Periodic Manual Reviews



Internet Use Monitors
Internet Filters
Content Management

Web Crawlers
Services



Incident Response Plan



Questions



*Extending
the healing ministry of
Christ*