

March 26, 2020

Navigating Social Media, Media Inquiries

As we begin to see a surge in COVID-19 patients, we want to remind you about using social media responsibly, and the steps you should take if a member of the media reaches out to you.

As members of the Rush University Medical Center community, we want to ensure that we are using our voices to share helpful and accurate communications as a respected health care institution. Rush has worked hard to be as prepared as possible during this pandemic, and we will continue to work to provide the best treatment to patients.

Any information Rush releases internally about COVID-19 is confidential, and should not be shared outside of Rush — on social media or anywhere else. Please take this moment to review our [social media policy](#), which forbids the following:

- Disclosure of confidential or other proprietary information on any social media, including closed groups and forums.
- Identifying patients or sharing their protected health information on social media.
- Making statements on social media on behalf of Rush.

Failure to abide by Rush policy could lead to disciplinary action.

Along with responsible social media use, it is important to know what to do if a member of the media contacts you with questions about our COVID-19 response.

Journalists may contact you with inquiries about PPE supplies or patient information among other topics. While we do not have a shortage of PPE supplies, you should not personally respond to these questions.

Please refer all media inquiries to [Rush's Media Relations](#) team by calling (312) 942-6000 and entering pager ID number 1100. **Please do not talk to reporters without coordinating with media relations first.**