

Media Policy Handbook for an Aesthetic Medical Practice

As an aesthetic med spa, it's important to have clear guidelines and policies in place when it comes to media and communication, both online and offline. Here is a media policy handbook that can serve as a reference for your aesthetic med spa:

Section 1: Social Media Guidelines

1.1. Authorized Account Management:

- Social media accounts affiliated with the aesthetic medical practice including official accounts and accounts managed by staff members, must be authorized and approved by the med spa's management.
- Only designated personnel should have access to the aesthetic medical practice's official social media accounts, and they should be responsible for managing and posting content on these accounts. This includes creating, updating, and deleting posts, responding to comments and messages, and monitoring the account for any issues or concerns.
- Staff members should not create or manage any social media accounts on behalf of the aesthetic medical practice without proper authorization. Unauthorized social media accounts can lead to confusion, misrepresentation, and legal issues.
- All social media content must be reviewed and approved by the aesthetic medical practice designated personnel before it is posted on the official accounts. This ensures that the content aligns with the aesthetic medical practice's brand image, values, and messaging.
- Staff members who are responsible for managing the aesthetic medical practice's official social media accounts should be trained on social media best practices, including content creation, engagement, and crisis management. They should also be knowledgeable about the med spa's services, treatments, and policies to accurately represent the aesthetic medical practice in the media.
- Any changes to the authorized personnel or social media account management should be promptly communicated to the aesthetic medical practice management to maintain proper oversight and control over the social media presence.
- By strictly adhering to the authorized account management guidelines, your aesthetic practice can ensure that all social media activities are conducted professionally, consistently, and in alignment with the practice's goals and values. This helps to maintain a positive and reputable media presence, enhances the aesthetic medical practice's brand image, and fosters trust among potential and existing patients.

1.2. Compliance with Laws and Regulations for Aesthetic Medical Practices:

- Familiarize yourself with and adhere to all local, state, and federal laws and regulations governing aesthetic medical practices, including those related to social media usage.
- Stay informed about industry-specific guidelines and standards, such as those set forth by professional organizations or regulatory bodies for aesthetic treatments.
- Ensure that all content shared on social media platforms is in compliance with applicable advertising regulations, such as those outlined by the Federal Trade Commission (FTC) for endorsements and

testimonials.

- Clearly disclose any relationships, incentives, or sponsored content with influencers, bloggers, or other endorsers in accordance with FTC guidelines.
- Obtain proper consent from patients before sharing their images, testimonials, or other personal information on social media, in compliance with patient privacy laws, such as the Health Insurance Portability and Accountability Act (HIPAA).
- Avoid sharing any patient information, images, or testimonials without explicit written consent, and store all consent documentation securely.
- Exercise caution when making claims about treatments, outcomes, or qualifications of staff members on social media, ensuring that all statements are truthful, accurate, and supported by credible evidence.
- Be aware of and comply with any local regulations or restrictions on aesthetic treatments, such as age limitations or licensing requirements, when posting on social media.
- Regularly review and update social media content to ensure ongoing compliance with laws, regulations, and industry guidelines related to social media usage for aesthetic medical practices.
- Seek legal advice or consultation as needed to ensure compliance with all relevant laws, regulations, and industry standards for social media usage in the aesthetic medical field.

1.3 Posting Approval and Watermarking:

- Providers must obtain approval from designated personnel at the aesthetic medical practice for any content they wish to post on their personal social media accounts related to treatments provided at the practice.
- Providers should submit all proposed social media posts related to treatments provided at the practice to the designated personnel for review and approval before posting.
- Providers should ensure that any pictures of treatments provided at the practice are appropriately watermarked with the practice's name to protect the practice's intellectual property and prevent unauthorized use of images.
- Watermarked pictures should be used exclusively for social media posts related to the practice and should not be used for any other purposes without proper authorization.
- Providers should comply with all intellectual property policies and guidelines of the practice regarding the use of images or other content on social media

1.4 Consent Form for the Practice

- Obtain approvals for all social media postings related to treatments provided at the practice.
- Watermark all images or videos related to treatments with the practice's name or logo.
- Clearly state that the practice retains ownership of all images, videos, or other content related to treatments provided at the practice.
- Prohibit providers from using practice-related content for any unauthorized purposes.
- Specify that any use of practice-related content on social media must align with the practice's policies, guidelines, and brand image.
- Clearly outline the consequences of violating the practice's social media policies, including potential legal action.

Consent Form for the Provider

- Obtain approvals from the practice before posting any content related to treatments provided at the practice on personal social media accounts.
- Watermark all images or videos related to treatments with the practice's name or logo, if allowed by the practice.
- Prohibit the use of practice-related content for any unauthorized purposes, including for personal gain.
- Clearly state that any use of practice-related content on personal social media accounts must align with the practice's policies, guidelines, and brand image.
- Specify that the provider's social media activities should not negatively impact the reputation or interests of the practice.
- Clearly outline the consequences of violating the practice's social media policies, including potential termination of employment or legal action.

1.5 Posting when Acting as a Representative of a Training Company:

- Clearly disclose the affiliation with the training company in all social media posts related to treatments, products, or services.
- Ensure that all posts align with the guidelines, policies, and brand image of both the aesthetic medical practice and the training company.
- Obtain necessary approvals from the training company and the aesthetic medical practice before posting any content related to treatments, products, or services.
- Follow any specific social media policies or guidelines set forth by both the training company and the aesthetic medical practice.
- Maintain a professional tone and conduct when posting on social media as a representative of the training company.
- Avoid making false or misleading statements about the aesthetic medical practice, its products, or services.
- Clearly outline the consequences of violating the social media policies of both the training company and the aesthetic medical practice, including potential termination of affiliation or legal action.

1.6 Policy when No Patients Are Treated:

- Clearly state that no patient-related content should be posted on social media when no patients are treated at the aesthetic medical practice.
- Prohibit the use of any images, videos, or other content related to patient treatments when no patients are treated at the aesthetic medical practice.
- Specify that all social media activities should comply with applicable laws, regulations, and professional ethical standards.
- Encourage posting of educational or informative content that does not involve patient-related information, and that aligns with the brand image of both the aesthetic medical practice and the training company.
- Clearly outline the consequences of violating the social media policies of the aesthetic medical practice when no patients are treated, including potential disciplinary action or legal consequences.

1.7 Posting When Acting as a Representative of a Training Company:

- Clearly state that providers must follow the guidelines and policies of the training company when acting as their representative on social media, and obtain necessary approvals before posting any content related to patient treatments.
- Emphasize the importance of maintaining professionalism, confidentiality, and compliance with the practice's social media policy when representing the training company on social media, and refrain from making any misleading or inappropriate statements.
- Require providers to clearly disclose their affiliation with the training company in their social media posts, and ensure that they do not engage in any activities that may conflict with the interests of the aesthetic medical practice.

1.8 Policy for Providers Covered by Clinic Malpractice/Medical Director:

- Specify that providers who are covered by the clinic's malpractice insurance or medical director's policies must ensure that their social media posts related to patient treatments comply with the clinic's insurance coverage and policies.
- Provide guidance on obtaining necessary approvals from the clinic and the medical director before posting any patient-related content on social media, and emphasize the consequences of violating the insurance coverage or policies.
- Clearly communicate the responsibilities of the providers in maintaining the integrity and reputation of the practice on social media, and the potential legal and financial liabilities associated with non-compliance.

1.9 Separation from Practice (Termination, Resignation):

- Clearly outline the expectations for social media content related to patient treatments in the event of termination or resignation of a provider from the practice.
- Specify that all social media content posted by the provider must be removed or revised as appropriate, regardless of whether they are watermarked with the practice name.
- Emphasize the importance of maintaining patient confidentiality and professionalism in all social media communication about the separation, and outline the process for removing or revising social media content upon separation.

1.10 Communication from Practice and Provider on Social Media about Separation:

- Provide guidelines on communication via social media about the separation of a provider from the practice, emphasizing the need for professionalism and confidentiality.
- Require coordination and mutual agreement between the practice and the provider on any communication that will be posted on social media about the separation.
- Outline the potential consequences of violating the communication guidelines on social media about the separation, and the importance of adhering to the policies and guidelines of the practice.

1.11 Patient Privacy and Consent

- Prioritize patient privacy and obtain explicit written consent before using any patient information, images, testimonials, or other personal content on social media.
- Develop a clear and comprehensive consent process that includes obtaining written consent from patients before sharing their information on social media, and document this process thoroughly.

- Train all staff members involved in social media management on the importance of patient privacy, consent requirements, and the proper handling of patient information on social media.
- Regularly review and monitor social media content to ensure that patient privacy and consent are consistently maintained.
- Promptly and professionally respond to any patient inquiries or concerns related to privacy or consent on social media, and take appropriate steps to address any issues that arise.
- Have a plan in place to promptly and effectively address potential breaches of patient privacy or consent on social media, including reporting and mitigation procedures.
- Maintain clear and up-to-date policies and procedures within your aesthetic medical practice to ensure compliance with all patient privacy laws, regulations, and consent requirements, and regularly review and update them as needed

1.12 Accurate and Evidence-Based Information:

- Share content on social media that is based on reliable sources and supported by scientific evidence, such as peer-reviewed research, reputable medical journals, or expert opinions from qualified healthcare professionals.
- Clearly differentiate between personal opinions or anecdotes and evidence-based information in your social media content, and avoid presenting personal opinions or anecdotal experiences as medical advice or scientific facts.
- Fact-check all social media content to ensure accuracy, up-to-date information, and freedom from errors or misinformation. Avoid sharing content that may be misleading, sensational, or unverified, even if it seems interesting or engaging.
- Clearly disclose any potential conflicts of interest, affiliations, or sponsorships that may influence the content of your social media posts, and be transparent about any financial or other relationships that may impact the objectivity or integrity of the information you share.
- Educate your audience about the importance of evidence-based information and critical thinking, and encourage them to seek reliable sources of information, consult qualified healthcare professionals, and make informed decisions about their treatments or services.
- Be responsive to questions or comments from your audience regarding the accuracy or evidence-base of your social media content, and address any corrections or clarifications promptly and transparently.
- Regularly review and update your social media content to ensure that it remains accurate, evidence-based, and aligned with the latest scientific research and medical guidelines.

1.3 Professional and Timely Responses:

- Respond promptly to all comments, messages, or inquiries on social media, within a reasonable timeframe, and avoid leaving questions or comments unanswered for long periods, as it may create a negative impression and harm your practice's online reputation.
- Use a professional tone and language in all social media interactions, and avoid engaging in arguments, personal attacks, or offensive language, even if faced with negative comments or feedback.
- Follow your practice's established guidelines for responding to social media inquiries or comments, and ensure that all responses are aligned with your practice's policies, procedures, and values, and that they do not violate any patient privacy, consent, or confidentiality requirements.
- Train all staff members involved in social media management on how to respond professionally and timely to social media interactions, and provide them with guidelines, templates, or scripts to ensure

consistent and appropriate responses to different types of comments or inquiries.

- Monitor social media channels regularly to identify and respond to comments or messages in a timely manner, and set up notifications or alerts to ensure that you are promptly notified of any new comments or messages that require a response.
- Use social media interactions as an opportunity to provide accurate, evidence-based information, address concerns or questions, and engage with your audience in a positive and constructive manner. Avoid responding defensively or dismissively, and always strive to maintain a professional and helpful tone.
- Be prepared to handle potential negative comments, reviews, or feedback on social media in a professional and constructive manner, responding promptly, professionally, and with empathy to mitigate the impact of negative feedback and demonstrate your commitment to patient satisfaction and service excellence.
- Maintaining a professional and timely approach to social media interactions is crucial for building trust, engaging with your audience, and upholding your practice's reputation. Having clear guidelines, training, and monitoring procedures in place can help ensure that all staff members involved in social media management respond professionally and promptly to comments, messages, or inquiries, while adhering to your med spa's policies and values.

Section 2: Social Media Relations

Social Media relations are essential for shaping public perception of your practice. Positive relationships with social media can generate positive publicity, increase brand awareness, and establish credibility. To ensure professional and responsible social media interactions aligned with your practice's values and messaging, it's crucial to have clear policies and guidelines in place.

2.1 Social Media Contacts and Communication:

- Designate specific individuals or a media spokesperson within your med spa to handle all media inquiries and interactions. These individuals should be trained and knowledgeable about your med spa's policies, procedures, and key messaging.
- Maintain an up-to-date and organized media contact list, including relevant journalists, editors, and media outlets that cover topics related to aesthetic medicine or healthcare.
- Clearly establish protocols for handling media inquiries, including the process for responding to media requests, obtaining approvals, and coordinating interviews or media events. Ensure that all staff members are aware of these protocols and know whom to contact in case of media inquiries.
- Respond to media inquiries in a timely and professional manner, adhering to your med spa's policies and procedures, and in alignment with applicable laws and regulations, such as patient privacy and consent requirements.
- Provide accurate and evidence-based information to the media, and ensure that all media communications are consistent with your med spa's messaging and branding. Avoid making exaggerated or false claims, and always present information in a transparent and truthful manner.
- Prepare key messages and talking points for media interviews or events, and ensure that all staff members involved in media interactions are trained on how to effectively convey your med spa's key messages and brand values.

- Avoid making any statements that could be construed as medical advice or opinions outside of your staff's scope of practice or expertise. Refer media inquiries that require medical or clinical expertise to qualified healthcare professionals.
- Regularly review and update your media relations policies and procedures to ensure that they remain current and aligned with industry best practices, legal requirements, and your med spa's goals and values.

2.2 Social Media Releases and Statements:

- Develop clear guidelines and approval processes for creating and disseminating media releases or statements on behalf of your med spa. All social media releases and statements should be reviewed and approved by designated individuals or a media team within your med spa to ensure accuracy, consistency, and adherence to your med spa's policies and values.
- Ensure that all social media releases and statements are based on accurate and evidence-based information, and that they do not violate any patient privacy or consent requirements. Avoid making any statements that could be misleading, exaggerated, or unethical.
- Clearly disclose any potential conflicts of interest, affiliations, or sponsorships in social media releases or statements that may influence the objectivity or integrity of the information being shared.
- Coordinate media releases or statements with your med spa's marketing and communications team to ensure consistent messaging and branding across all media channels, including social media, website, and print materials.
- Monitor and track social media coverage of your practice, and promptly address any inaccuracies, misrepresentations, or concerns raised in the media. Respond professionally and responsibly to media inquiries or feedback, and take appropriate actions to correct any misinformation or misconceptions.

2.3 Social Media Events and Interviews:

- Plan and coordinate social media events or interviews in a professional and organized manner. Ensure that all staff members involved in media events or interviews are trained and prepared to represent your practice in a positive and professional manner.
- Develop key messages and talking points for social media events or interviews, and ensure that all staff members are familiar with these messages and can effectively convey them to the media.
- Prepare staff members for media interviews by providing social media training, including tips on how to handle difficult questions, stay on message, and maintain a professional demeanor.
- Respect patient privacy and consent at all times during social media events or interviews.

Consequences of Policy Violations

Remember, media policies and guidelines are essential to maintain the reputation, integrity, and professionalism of your aesthetic med spa. Regularly review and update your media policy handbook to ensure that it aligns with the evolving media landscape and industry regulations

