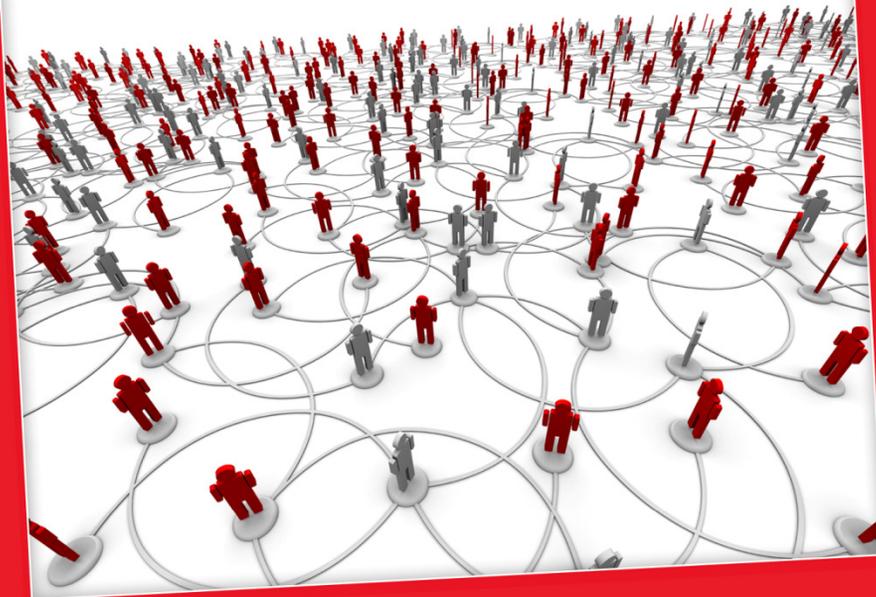


JUNE 7-8, 2011

TMA Privacy Weekly

TMA Privacy and Civil Liberties Office
2011 DATA PROTECTION SEMINAR



Social Media



Social Media Purpose

The purpose of this presentation is to show how social media can be a fast and effective way of communicating if proper safeguards and procedures are followed to ensure the protection of personally identifiable information (PII) and protected health information (PHI).



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Social Media Objectives

- Upon completion of this presentation, you should be able to:
 - Define social media
 - Explain the current DoD policy on the use of social media
 - Describe benefits and risks of using social media
 - Apply social media best practices



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Social Media Definition

- Social media
 - A communication medium that enables individuals, communities, and groups of users to interact with each other over the Internet through computers, mobile phones, and other devices
 - Facebook
 - YouTube
 - Twitter



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Social Media

Definition (continued)

- Social media
 - Active and interactive
 - Status updates
 - Video webcasts
 - Tweets
 - Everywhere
 - 24 hours of video uploaded to YouTube every minute
 - If Facebook were a country, it would be the third largest country in the world based on population
 - Iran, Egypt, and Libya protests



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DoD Position

- Directive-type Memorandum (DTM) 09-026, “Responsible and Effective Use of Internet-based Capabilities”
 - Authorizes the responsible use of Internet-based capabilities on the Non-Classified Internet Protocol Router Network by military and civilian personnel
 - Internet-based capabilities: All publicly accessible information capabilities and applications available across the Internet in locations not owned, operated, or controlled by the Department of Defense or the Federal Government. Internet-based capabilities include collaborative tools such as:
 - User-generated content
 - Instant messaging
 - Discussion forums



DoD Position (continued)

- DTM 09-026, “Responsible and Effective Use of Internet-based Capabilities”
 - It is DoD policy that commanders and heads of DoD components:
 - Defend against malicious activity on DoD networks
 - Take immediate and commensurate actions to safeguard missions, including temporarily limiting access to the Internet to preserve Operations Security or to address bandwidth constraints
 - Deny access to sites with banned content
 - Prohibit users from engaging in banned activity via social media



Social Media DoD Usage

- DoD Social Media Hub: <http://socialmedia.defense.gov/>
- TRICARE Management Activity (TMA) Facebook page: <http://www.facebook.com/TRICARE>
- TMA Twitter page: <http://twitter.com/TRICARE>



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Social Media Benefits

- Fast, easy way to share information with thousands of people
- Accessible via wide variety of methods and devices:
 - Computers
 - Smart phones
 - iPads and other tablets
- Enables people to stay in touch:
 - Globally
 - Locally
 - Organizationally



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Social Media Risks

- For individuals:
 - Inappropriate sharing (i.e. classified information, PII, and PHI)
 - Future embarrassment
 - Identity theft
 - Malware
 - Phishing
- For agencies:
 - Breaches
 - Negative press
 - Brand compromise



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Social Media Best Practices

- Do:
 - Learn what constitutes PII and PHI
 - Follow TMA on Facebook
 - Follow TMA on Twitter
 - Subscribe to e-alerts from TMA
(<http://www.tricare.mil/subscriptions>)
 - Contact the TMA Privacy and Civil Liberties Office (Privacy Office) with any questions on properly using social media
- Do not:
 - Disclose PII or PHI
 - Share classified information



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Best Practices (continued)

- Remember:
 - Sharing PII or PHI can lead to identity theft
 - Inappropriate sharing of PII or PHI could be considered a breach
 - Contact the Privacy Office with any questions related to a possible breach
 - Once information is posted, tweeted, etc., it is virtually impossible to completely delete



What's Next

- DTM 09-026 is to be replaced by a formal policy statement from DoD
- DoD organizations will most likely publish their own specific guidance after a final formal DoD policy is released
- Additional information will be discussed as it becomes available via the Health Information Privacy and Security Compliance Committee, e-alerts, and other mediums



Social Media Summary

- You should now be able to:
 - Define social media
 - Explain the current DoD policy on the use of social media
 - Describe benefits and risks of using social media
 - Apply social media best practices



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Social Media Resources

- DoD 6025.18-R, “DoD Health Information Privacy Regulation”, January 2003
- DoD 8580.02-R, “DoD Health Information Security Regulation”, July 2007
- DoD DTM 09-026, “Responsible and Effective Use of Internet-based Capabilities”, February 25, 2010
- DoD Directive 5400.07, “DoD Freedom of Information Act Program”, January 2, 2008
- Privacy Office Information Paper “Social Networking Overview”, May 2010



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Social Media

Resources (continued)

- To subscribe to the Privacy Office E-News, go to:
<http://www.tricare.mil/tma/privacy/maillinglist.aspx>
- E-mail Privacymail@tma.osd.mil for subject matter questions



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