

- * Have you conducted a **reality check**? Is your organization taking ownership of what's happening with social media and social networking?
- * Is your primary interest **how to restrict the use** of social media **or how to enable it**?
- * Does your organization recognize that social networking is about COMMUNICATION, not the individuals who participate?
- * Does your organization view social media as a **highly effective information gateway**?
- * **Have you asked your workforce**: how can our organization take advantage of the benefits of social media and avoid the pitfalls?
- * Does your organization recognize that to embrace social media technology is a **risk-based decision, not a technology-based decision**?
- * Have you developed a **strong business case**, supported at the appropriate level for each department/functional area, considering the organization's Mission/Vision/Values, possible threats, technical capabilities, and potential benefits?
- * Does your IT organization understand that the goal should not be to say "No" to social media, but to follow good **security guidance**," with **effective and appropriate information assurance security and privacy controls**?
- * Does your organization have a strategic plan for Social Media with goals and objectives, resource requirements, evaluation methods?
- * Who is responsible for Social Media strategy and implementation in your organization?
- * Does your organization have a **policy/policies** addressing Social Media?
- * Does the policy reflect the **viewpoints and needs of various stakeholders** (e.g. patient care, research, education constituents)?
- * How does the **policy support the Mission/Vision/Values** of your organization?

- * How does the policy **affect your relationship with business partners** and vendors/contractors?
- * How do you **conduct training** on the appropriate use of Social Media (at work and off work)? Are you including the appropriate use of SM in an updated, more effective, **overall Security and Privacy Awareness Training Program**?
- * Do you have **specialized programs for high-risk** members of your workforce, e.g., medical students, residents, contractors?
- * How will you capture the **social media traffic**, audit, analyze, and use it for security and privacy investigations, as appropriate?
- * Have you reviewed **Regulatory Notice 10-06 from FINRA** to determine its applicability to your organization and how you might use the recommendations to strengthen your Social Media program? (Note: FINRA provides guidance on the responsibilities of companies to supervise the use of social networking sites.)
- * How does your organization plan to use social media to **generate new strategies, engage and learn**?
- * Does your organization have a **Social Media Strategy**?
- * **Remember that a good policy is just the start. You still have lots of work to do.**