Mount Sinai Health System Social Media Handbook

Mount Sinai Digital and Social Media Department

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Why Social Media?

The Social Media Department (SMD) highly encourages all Mount Sinai Health System stakeholders to utilize social media for their marketing efforts and to actively participate in social conversations.

- There are over 180 million social media users in the United States (PwC Health Research Institute)

- Over 35% of U.S. consumers are using social media to find medical information, research and share their symptoms, and offer opinions about doctors, treatments, drugs, and health plans (PwC Health Research Institute)

- A consumer's initial exposure and interaction with a brand commonly occurs on social media

- Social media can be used to:
    - Listen to what consumers are saying about your brand
    - Analyze consumer behavior
    - Analyze competitive landscape
    - Educate and engage with consumers (using tips, fact sheets, infographics, Twitter chats, videos, Instagram campaigns, etc)
    - Promote services, products, news, research, websites, patient stories and events
    - Increase brand awareness
    - Provide customer service
    - Manage and increase reputation
    - Communicate during crises
    - Celebrate and engage with employees
    - Recruit potential employees
    - Collaborate with peers
    - Increase traffic to website
    - Increase conversions
    - Increase thought leadership and influence

This handbook is intended to guide your participation in social media marketing efforts. However, with the rapidly changing nature of technology and social, we encourage you to contact us with any questions that come up along the way.

Social Media: Joining the Conversation

Joining the Conversation

There are several ways Mount Sinai stakeholders can join the conversation:

I. Send content to the Social Media Department (SMD) to be shared on Mount Sinai's social media channels. Using these channels, SMD has the ability to reach over 325,000 people. Content includes:

- Short posts for Facebook, Twitter, LinkedIn, Google+, Instagram and Mount Sinai's other channels. Important to note for social media posts:

  o Posts should be 2-4 sentences and include photos and links (news article, website, etc), if applicable
  o Specify intended audience, as this will determine which channel it is published on (For example, "potential female patients, ages 25-65 at Mount Sinai St. Luke's" or "healthcare reform thought leaders").
  o Content should be provided at least three days in advance of requested publication date
  o See examples at http://www.facebook.com/mountsinainyc and at http://www.twitter.com/mountsinainyc

- Articles for Mount Sinai's blogs. Important to note for blog articles:
  o Articles should be 300-500 words and include at least one photo and one link
  o Articles should be tailored for intended audience (For example, if intended for a consumer/patient audience, make sure the content is easy to understand)
  o Articles should be provided at least one week in advance of requested publication date
  o Articles will be socially promoted by SMD, and can be added to relevant Mount Sinai websites
  o See blog article examples at http://blog.mountsinai.org and at http://www.healthbytesnyc.com

II. Create videos in Mount Sinai Health System's Video Studio. Please contact blake.smith@mountsinai.org for more info. Videos will then be promoted on Mount Sinai's website and social media channels

III. Launch social media accounts to actively join the conversation. Important to note for new social media accounts:

- If you're joining the conversation from an individual, personal or professional account, SMD recommends including the following disclaimers in your profile:
  - Not a substitute for medical advice
  - Mount Sinai [Physician/Nurse/Etc.]. Opinions are my own.
- All accounts that represent Mount Sinai's branding, departments, divisions, institutes, programs, practices or similar must be officially approved by SMD in writing
- All individuals that will be using these official accounts must be trained by SMD. SMD is also available to provide social media training to employees who wish to launch professional accounts. SMD will provide guidelines, best practices and tips during these training sessions. *(See also sections three and four of this Handbook)*

- All individuals that will be using official accounts, or accounts that identify them as a Mount Sinai [Physician/Nurse/Etc.] must read Mount Sinai's Social Media Guidelines: http://mshs.co/Llsgt
- These social media accounts can then be used to accomplish any of the goals listed above or to participate on any of Mount Sinai Health System's social media channels, such as the Mount Sinai Health Forum on LinkedIn, or to join relevant Twitter chats. Contact SMD for more information
- See http://mshs.co/Ksg1C for a list of all Mount Sinai stakeholders that have Twitter accounts
- Use this image sizing chart when adding banners and logos to your social media accounts: http://mshs.co/Llsz5

The following is a recent example of how SMD collaborated with a physician/institute to participate in a social discussion surrounding President Obama's Personalized Medicine Research Program:

- SMD promoted articles related to this news on the Twitter channels for Icahn School of Medicine, Icahn Institute and Mount Sinai Hospital. To increase overall reach of the Twitter posts ("tweets"):
    - Each post tagged relevant individuals, organizations and thought leaders related to this topic, such as @BarackObama, @NIH and @NYTimes (search for the official accounts using the search bar located at the top right of Twitter)
    - Each post included relevant hashtags/keywords, such as #PersonalizedMedicine, #Research and #BioBank (search for active hashtags using the search bar located at the top right of Twitter, then click "all" at the top of the results)

- SMD promoted Dr. Erwin Bottinger's participation in the NIH Workshop on Building a Precision Medicine Research Cohort on the Twitter channels for Icahn School of Medicine and Icahn Institute

- SMD retweeted/shared Dr. Erin Bottinger's tweets (@ErwinBottinger) related to his participation in the NIH Workshop

Social Media: Developing a Strategy

Social Media Strategy

Always develop a strategy before launching social media channels and campaigns:

- Determine goals (increase reach, awareness, engagement, web traffic, conversions, etc)

- Develop KPIs, or Key Performance Indicators , that you will be monitoring, and assign realistic goals for each (250 subscribers/followers in 6 months, 300 interactions [likes + comments + shares] in 4 months, 100 website visitors in 3 months, etc)

- Determine target audience (women and men ages 28-45, located in Manhattan and Queens, that are interested in wellness and healthy eating)

- Decide which social media channels (less is more) will help you best achieve goals and reach target audience

- Analyze competitive landscape (how is Johns Hopkins innovating in the social space?)

- Develop creative tactics to help achieve goals and KPIs (infographics, stories, strategic partnerships, unique hashtags, Twitter chats, Instagram campaigns, fact sheets, blogs, etc)

- Listen, measure and improve (metrics-based decision making)

Use the Social Media Strategy worksheet on the following page to organize your ideas.

For more information or to schedule training, please contact Mount Sinai's Social Media Department at socialmedia@mountsinai.org.

Mount Sinai Health System
Social Media and Video Department

19 East 98th Street,
8th Floor, Room 820
New York, NY 10029

Mount Sinai

Social Media Strategy

Goals	
KPIs (key performance indicators)	
Target Audiences	
Social Media Channels (Facebook, Twitter, Instagram, etc.)	
Competitive Landscape	
Tactics	
Hashtag(s):	

Facebook:
Creating & Maintaining a Page

Facebook Page Guidelines

All accounts that represent Mount Sinai's branding, departments, divisions, institutes, programs, practices or similar must be officially approved by SMD in writing. The following guidelines have been created to make sure your Facebook Page remains a professional reflection of your work, the work of your colleagues and the Mount Sinai Health System brand:

I. Admins

- Admin settings are available on the page Settings menu, under "Page Roles"
- You must designate one or more members of the department as an admin.
- The social media department must also be given admin access to your page.
    - Invite "Beth" Israel (socialmedia@chpnet.org) and John Ambrose
- To become a page admin, you must create (or use an existing) personal Facebook profile.
- You will be able to post as the Page which you admin.

II. Training

- Page administrators must complete one hour of social media training with SMD.

III. Branding & Privacy Controls

- The social media department must approve profile branding and privacy settings
- After approval, do not change the information found on your "Info Tab" or "About" section, or privacy controls, without approval from the social media department.

IV. Profile Picture & Cover Photo

- Your Page's profile picture must follow brand standards. The cover photo must be high-resolution photo and any text or graphics and must follow Health System brand guidelines.
- You can change the cover photo to feature important news, campaigns or health observances.

V. Likes

- Your Page must "like" the hospital(s) with which it is affiliated. You are encouraged to share relevant content from the main hospital and Health System profiles regularly. To have your page like another page:
    - Click the arrow in the upper right hand corner of your Facebook screen and select, "use Facebook as [your page]"
    - Visit and "Like" the page of the hospital(s) you are affiliated with
        - www.facebook.com/mountsinainyc
        - www.facebook.com/IcahnMountSinai
        - www.facebook.com/BethIsraelMedicalCenterNYC
        - www.facebook.com/StLukesHospitalNYC
        - www.facebook.com/RooseveltHospitalNYC
        - www.facebook.com/NYEEMountSinai

VI. Posting Frequency

- You must post relevant content at least 2x/week. If you do not post consistently, your Page will be deleted.

- If you have a post that might appeal to a broader audience, email a link to the social media department and we will promote it to the main hospitals pages, as appropriate.

VII. Monitoring

- You must monitor your page daily for comments and respond to, or, in some instances, remove interactions. You may also choose to receive email updates whenever someone interacts with your Page.

VIII. Responding

- If someone asks a question, or posts a comment, please reply in a timely manner (within 24-48 hours).

- For negative comments, take the conversation offline by asking the person to send a private message or e-mail. Then, report the comment to the patient service center and copy the social media department on that e-mail.

- You should delete any Facebook comments with offensive language.

IX. Reporting

- Check in with the social media department on a monthly basis to discuss your ongoing Facebook strategy and results.

If you have questions, or are unsure about how to handle a post or comment, please e-mail SMD.

Twitter:
Creating & Maintaining a Profile

Twitter Account Guidelines

All accounts that represent Mount Sinai's branding, departments, divisions, institutes, programs, practices or similar must be officially approved by SMD in writing. The following guidelines have been created to make sure your Twitter profile remains a professional reflection of your work, the work of your colleagues and the Mount Sinai Health System brand:

I. General Requirements:
- Admins must complete one hour of social media training
- The social media department must review profile and privacy settings before promoting the account.
- Check in with the social media department monthly, or more often if you have questions.

II. Support MSHS' other Social Media efforts
- Follow @mountsinainyc @mountsinaiblogs @icahnmountsinai
- Retweet (RT) relevant information from these accounts a minimum of 1x/week
- Send us a link to your tweets that appeal to broader audiences. We will retweet/share from our primary channels to help increase your audience.
- Whenever possible, connect your followers with resources within the Mount Sinai Health System.
- See http://mshs.co/Ksg1C for a list of all Mount Sinai stakeholders that have Twitter accounts

III. Be Active
- Generate a minimum of five tweets during the workweek
- Respond to direct messages and acknowledge legitimate mentions within 24-48hrs.
- Do not oversaturate followers with your tweets—keep posting to a maximum of once every two-three hours.

IV. Be Professional
- Do not follow accounts that are irrelevant to your subject matter.
- Do not promote or retweet our competitors
- Read before you RT! Click through and read to make sure links are connecting your followers with appropriate articles that do not quote competing health systems or medical professionals in the NYC-area.
- Do not respond to or click on links from spam accounts
- Be friendly, but don't forget to spell-check your tweets and use an appropriate tone. Triple check spelling, grammar and links
- Do not disclose any confidential information or provide individual medical advice using social media.

Twitter Quick Tips:

- Hootsuite is a great tool to schedule tweets into a calendar, create shortlinks, monitor your channels, view metrics and more
  - Create a free account at http://hootsuite.com/signup?planId=1
  - Watch a couple of these tutorial videos for step by step guidance: http://meta-guide.com/videography/100-best-hootsuite-tutorial-videos

- Tweets must be 140 characters max.
  - Here's a useful character counter: http://charactercount.net (or you can simply type the text on Twitter to see your count)

- Use a link shortener like ow.ly to condense long URLs and track links (or use the Shrink button in Hootsuite)

- Follow and RT influencers (organizations or key individuals with large followings) in your field

- If an influencer follows you, thank them publically.

- If an individual follows you, thank them with a direct message.

- Try to include the Twitter handle of the news publication (@DailyNews) and any relevant organizations/people (@American_Heart, @StarJonesEsq)

- If you start a sentence with a Twitter handle (@DailyNews), you must add a period right before the Twitter handle (ex .@DailyNews releases article featuring Mount Sinai #Heart Docs)

- Add hashtags (#MSHeart, #Innovation, #BreastCancer, #Stroke) to help increase the reach of your tweets

- Add a link to your website in at least 1 out of every 4 tweets (this will automatically use up 23 characters)

- Try to include pictures or video links wherever possible (this will automatically use up 23 characters)

- Participate in Follow Fridays (#FF) to suggest other accounts your followers might be interested in, including other MSHS accounts. Many will RT your #FF tweet, exposing your account to their followers

- Use your account to participate in Twitter chats to gain more followers.
  - Visit http://mshs.co/LlyIO to find relevant Twitter chats.

- If you're joining the conversation from an individual, personal or professional account, SMD recommends including the following disclaimers in your profile:
  - Not a substitute for medical advice
  - Mount Sinai [Physician/Nurse/Etc.]. Opinions are my own.

Social Media:
MSHS Policy & Guidelines

Mount Sinai Health System Social Media Guideline

1.1 Introduction

Social media are internet-based applications which support and promote the exchange of user-developed content. Some current examples include Facebook, Wikipedia, and YouTube. Posting personal images, experiences and information on these kinds of public sites poses a set of unique challenges for all members of the Mount Sinai community, including employees, faculty, housestaff, fellows, volunteers and students (collectively "Personnel"). All personnel have responsibility to the institution regardless of where or when they post something that may reflect poorly on Mount Sinai. Mount Sinai is committed to supporting your right to interact knowledgeably and socially; however these electronic interactions have a potential impact on patients, colleagues, Mount Sinai, and future employers' opinions of you. The principal aim of this Guideline is to identify your responsibilities to Mount Sinai in relation to social media and to help you represent yourself and Mount Sinai in a responsible and professional manner.

1.2 Guideline

The following Guideline outlines appropriate standards of conduct related to all electronic information (text, image or auditory) that is created or posted externally on social media sites by Personnel affiliated with Mount Sinai. Examples include, but are not limited to: text messages, media messaging service (MMS), Twitter®, Facebook®, Linked-In®, YouTube®, and all other social networks, personal and organizational websites, blogs, wikis, and similar entities. This Guideline applies to future media with similar implications. It also applies whether Personnel are posting to: Mount Sinai-hosted sites; social media in which one's affiliation is known, identified, or presumed; or a self-hosted site, where the views and opinions expressed are not intended to represent the official views of Mount Sinai.

1.3 Reference to Other Policies

All existing policies of The Mount Sinai Health System apply to Personnel in connection with their social media activities. A list of relevant policies is included at the end of this Guideline.

1.4 Best Practices

Everyone who participates in social media activities should understand and follow these simple but important Best Practices:

1. **Take Responsibility and Use Good Judgment.** You are responsible for the material you post on personal blogs or other social media. Be courteous, respectful, and thoughtful about how other Personnel may perceive or be affected by postings. Incomplete, inaccurate, inappropriate, threatening, harassing or poorly worded postings may be harmful to others. They may damage relationships, undermine Mount Sinai's brand or reputation, discourage teamwork, and negatively impact the institution's commitment to patient care, education, research, and community service.
2. **Think Before You Post.** Anything you post is highly likely to be permanently connected to you and your reputation through Internet and email archives. Future employers can often have access to this information and may use it to evaluate you. Take great care and be thoughtful before placing your identifiable comments in the public domain.
3. **Protect Patient Privacy.** Disclosing information about patients without written permission, including photographs or potentially identifiable information, is strictly prohibited. These rules also apply to deceased patients and to posts in the secure section of your Facebook page that is accessible by approved friends only.

4. **Protect Your Own Privacy**. Make sure you understand how the privacy policies and security features work on the sites where you are posting material.

5. **Respect Work Commitments.** Ensure that your blogging, social networking, and other external media activities do not interfere with your work commitments.

6. **Identify Yourself.** If you communicate in social media about Mount Sinai, disclose your connection with Mount Sinai and your role at the Institution. Use good judgment and strive for accuracy in your communications. False and unsubstantiated claims, and inaccurate or inflammatory postings may create liability for you.

7. **Use a Disclaimer.** Where your connection to Mount Sinai is apparent, make it clear that you are speaking for yourself and not on behalf of Mount Sinai. A disclaimer, such as, "The views expressed on this [blog; website] are my own and do not reflect the views of my employer," may be appropriate.

8. **Respect Copyright and Fair Use Laws**. For Mount Sinai's protection as well as your own, it is critical that you show proper respect for the laws governing copyright and fair use of copyrighted material owned by others, including Mount Sinai's own copyrights and brands.

9. **Protect Proprietary Information**. Do not share confidential or proprietary information that may compromise Mount Sinai's business practices or security. Similarly, do not share information in violation of any laws or regulations.

10. **Seek Expert Guidance.** Consult with the Marketing & Communications Department if you have any questions about the appropriateness of materials you plan to publish or if you require clarification on whether specific information has been publicly disclosed before you disclose it publicly. Social media may generate interest from the press. If you are contacted by a member of the media about a blog posting or information of any kind, related to the Mount Sinai Health System, contact the Press Office, a division of the Marketing & Communications Department, at (212) 241-9200 or newsmedia@mssm.edu

11. **Failure to abide by Mount Sinai policies may lead to disciplinary action, up to and including termination or expulsion.**

1.5   Applicable Policies:

These policies include, but are not limited to: Use or Disclosure of Protected Health Information (PHI) or Confidential Mount Sinai Materials; Computer Use Policy; Use of Mount Sinai's Trademarks and Proprietary Information; Electronic Communications; Confidentiality of the Medical Record; Camera and Video Recorder Use; Portable Electronic Devices; Human Resources Policies 13.5 (Electronic Mail/Email) and 13.6 (Internet Use); and all professionalism policies and codes of conduct. Policies not listed above that are in the Human Resources Manual, the Faculty Handbook, the Housestaff Manual, the Student Handbook and the Bylaws of the Hospital Staff also apply.

1.6   Addendum to Social Media Guideline

The following are fictional use-case examples of social media and blogging activities and an explanation of their appropriateness as per the Mount Sinai Health System Social Media Guideline:

1. **A patient attempts to "friend" an attending physician on Facebook.** This is almost always inappropriate, unless the doctor-patient relationship has ended. Even after the doctor-patient relationship has ended, it would be inappropriate to discuss health-related information. (Best Practice 3)

2. **A patient comments on a Mount Sinai physician's blog and discloses protected health information with the expectation that the Mount Sinai physician will continue the discussion.** Any health-related discussions by email with patients require a written consent. Similarly, social media discussion with a patient should not directly address health concerns of individual patients. (Best Practice 3)

3. **A medical student "twitters" that he just finished rounds with the residents on a patient and describes the clinical findings of that patient.** It is difficult to be certain that information disclosed in the Twitter® post is not identifiable to that particular patient. The best type of posting would include very general

information. Other posts by the same student could indicate his/her medical school and current rotation, leading to circumstances that indirectly identify the patient, such as by naming a very rare disease. (Best Practice 3)

4. **A medical student writes in her blog, naming an attending physician who did minimal teaching on rounds and recommending that other students not take clinical electives with that physician.** Legitimate critique of an educational activity is appropriate, so long as professionalism is maintained. There are more effective and less public mechanisms for relaying this type of information, and the student may be counseled accordingly. (Best Practices 1, 2)

5. **A graduate student posts to his "wall" on Facebook that half of the class was sleeping during Dr. X's lecture on biostatistics.** This is very similar to the use case above. (Best Practices 1, 2)

6. **A pediatric resident posts (on her Facebook wall) a picture of a baby who was just discharged from her service, expressing joy, best wishes to the family, and congratulating everyone involved in this excellent patient outcome.** Without written patient/representative consent, this is a clear violation of patient confidentiality, even if the patient is not named. (Best Practice 3)

7. **A laboratory technician blogs that the laboratory equipment he is using should have been replaced years ago and is unreliable.** The public disclosure of such information increases the liability for the Mount Sinai Health System and is clearly unprofessional. There are legitimate and confidential mechanisms for improving quality at Mount Sinai. (Best Practices 1, 2)

8. **A medical student wearing a Mount Sinai t-shirt is tagged in a photo taken at a local bar and posted on a friend's Facebook page. The medical student is clearly inebriated.** The two issues are that: (1) the Mount Sinai logo identifies the affiliation to the institution; and (2) the unprofessional behavior of the student is available for all to see, including future employers and patients. The medical student did not post the photo, but should do everything possible to have the photo removed and remove the tagging link to the student's own Facebook page. (Best Practices 2, 4)

9. **A post-doctoral fellow blogs that her laboratory technician wears too much cologne, has terrible taste in clothes, and takes overly long lunch breaks.** This is an inappropriate forum and set of comments and demonstrates unprofessional behavior by the post-doctoral fellow. There are legitimate and confidential mechanisms for addressing valid concerns in the workplace. (Best Practices 1, 2)

10. **An oncology nurse practitioner uses an alias and blogs that Mount Sinai has the lowest bone marrow transplantation complication rate in the world.** This may be a violation of Federal Trade Commission regulations that prohibit false or unsubstantiated claims, and does not disclose the employee's material relationship to Mount Sinai. (Best Practice 6)

11. **An applicant to the Medical School is given access to a MSSM blog to comment on the experience. The applicant writes that another medical school in NYC is obviously more prestigious and has better housing.** Mount Sinai has no recourse against non-affiliated individuals. The administrator of the blog should have established policies and procedures for editorial procedures. If the blog posting meets these editorial guidelines, then the blog posting should remain. It is likely that others will debate the original comment and place MSSM's reputation and housing status in context.

12. **A medical student creates a social media website to discuss medical knowledge (e.g., "Cardiology Interest Group" on Facebook®)** This is a learning community environment, in which medical knowledge is exchanged, shared and discussed. While the goal is laudable, there are still risks. A disclaimer is necessary, since postings may be incorrect, taken out of context, or improperly referenced. The moderator should take precautions to prevent the posting of information or photographs that are potentially identifiable to a particular patient. (Best Practices 1, 3 ,6, 7)

Contact Information

Social Media Department Contact Information

John Ambrose
Director, Social Media
John.ambrose@mountsinai.org
(212) 731-7977
For accounts affiliated with The Mount Sinai Hospital, Icahn School of Medicine and the Mount Sinai Health System

Kelsey Aiosa
Digital Communications Manager
Kelsey.aiosa@mountsinai.org
(212) 241-2463
For accounts affiliated with Mount Sinai Beth Israel, Mount Sinai St. Luke's, Mount Sinai Roosevelt or New York Eye and Ear Infirmary at Mount Sinai

Helpful Resources

Patient Service Center – The Mount Sinai Hospital
Erica Rubinstein
Erica.Rubinstein@mountsinai.org

Patient Representative – Mount Sinai Beth Israel
Lydia Hosbach
LHosbach@chpnet.org

Patient Representative – Mount Sinai St. Luke's and Mount Sinai Roosevelt
Linda Kajtazi
Lkajtazi@chpnet.org

Customer Service – Mount Sinai Beth Israel, Mount Sinai St. Luke's and Mount Sinai Roosevelt
Kenneth Johnson
Kejohnson@chpnet.org

Patient Representative – New York Eye and Ear Infirmary of Mount Sinai
Steven Weber
Sweber@nyee.edu

International Patient Inquiries
International.Services@mountsinai.org

Social Media Links

The Mount Sinai Health System

- Twitter https://twitter.com/mountsinainyc

- Mount Sinai Blogs Twitter https://twitter.com/mountsinaiblogs

- LinkedIn https://www.linkedin.com/company/mount-sinai-health-system

- YouTube https://www.youtube.com/mountsinaihealth

- Instagram https://instagram.com/mountsinainyc

- Pinterest https://pinterest.com/mountsinai

- Foursquare https://foursquare.com/mountsinainyc/updates

- MSHS Twitter List https://twitter.com/MountSinaiNYC/lists/mount-sinai-health-system

The Mount Sinai Hospital

- Facebook https://www.facebook.com/mountsinainyc

- YouTube https://www.youtube.com/mountsinainy

- Google+ https://plus.google.com/+mountsinai

- Linkedin https://www.linkedin.com/company/the-mount-sinai-hospital

- Flickr https://www.flickr.com/photos/mountsinainyc

Icahn School of Medicine at Mount Sinai

- Facebook https://www.facebook.com/IcahnMountSinai

- Twitter https://twitter.com/icahnmountsinai

- YouTube https://www.youtube.com/mountsinaischool

- Linkedin https://www.linkedin.com/company/icahn-school-of-medicine-at-mount-sinai

Mount Sinai Beth Israel

- Facebook https://www.facebook.com/BethIsraelMedicalCenterNYC

- YouTube https://www.youtube.com/BethIsraelNYC

- Linkedin https://www.linkedin.com/company/beth-israel-medical-center

Mount Sinai St. Luke's

- Facebook https://www.facebook.com/StLukesHospitalNYC

- YouTube https://www.youtube.com/StLukesHospitalNYC

- Linkedin https://www.linkedin.com/company/st.-luke's-roosevelt-hospital

Mount Sinai Roosevelt

- Facebook https://www.facebook.com/RooseveltHospitalNYC

- YouTube http://www.youtube.com/RooseveltHospitalNYC

- Linkedin https://www.linkedin.com/company/st.-luke's-roosevelt-hospital

Mount Sinai Queens

- Facebook https://www.facebook.com/mountsinaiqueens

- Twitter https://www.twitter.com/mtsinaiqueens

- LinkedIn https://www.linkedin.com/company/mount-sinai-queens

New York Eye and Ear Infirmary of Mount Sinai

- Facebook https://www.facebook.com/NYEEMountSinai

- YouTube https://www.youtube.com/user/nyEyeEar

- Linkedin https://www.linkedin.com/company/the-new-york-eye-and-ear-infirmary

Mount Sinai Blogs

- Medicine Matters Blog https://blog.mountsinai.org

- HealthBytes Blog https://healthbytesnyc.com

- Nurses Blog https://nurses.mountsinaihealth.org

- MacroMD Blog https://macromd.icahn.mssm.edu/

- Mount Sinai Blogs Twitter https://twitter.com/mountsinaiblogs

Kravis Children's Hospital

- Facebook https://www.facebook.com/KravisNYC

- Twitter https://www.twitter.com/mountsinaipeds

Icahn Institute for Genomics and Multiscale Biology

- Twitter https://www.twitter.com/icahninstitute

Tisch Cancer Institute

- Twitter https://www.twitter.com/tischcancer

Mount Sinai Lung

- Twitter https://www.twitter.com/LungCancerNYC

Friedman Brain Institute

- Twitter https://www.twitter.com/SinaiBrain

The Charles Bronfman Institute for Personalized Medicine

- Twitter https://twitter.com/bronfmaninsti

Seaver Autism Center

- Twitter https://www.twitter.com/SeaverAutism

The Mindich Child Health and Development Institute

- Facebook https://www.facebook.com/mindichchdi

Child and Family Institute

- Twitter https://www.twitter.com/child_family_ny

Friedman Diabetes Institute

- Facebook https://www.facebook.com/FriedmanDiabetesInstitute

- Twitter https://www.twitter.com/fdi_diabetes

The Center for Health and Healing, Mount Sinai Beth Israel

- Twitter http://www.twitter.com/NewsatCHH

Sports Medicine

- Twitter https://www.twitter.com/sportsmednyc

Interventional Radiology

- Twitter https://twitter.com/mountsinaiir

The Louis Armstrong Center for Music and Medicine

- Twitter https://twitter.com/MSHSMusicMed

- Facebook https://www.facebook.com/ArmstrongMusicandMedicine

Mount Sinai Health System – Women's Heart NY

- Facebook https://www.facebook.com/pages/Mount-Sinai-Health-System-Womens-Heart-NY

Mount Sinai Adolescent Health Center

- Facebook https://www.facebook.com/MSAHC

- Twitter https://twitter.com/AdHealthCenter

Bariatric Surgery at St. Luke's Hospital

- Facebook https://www.facebook.com/BariatricSurgeryNYC

Mount Sinai Hospitalists

- Twitter https://twitter.com/mshshospitalist

Mount Sinai Parenting

- Twitter https://twitter.com/SinaiParenting

Tics and Tourette's Program

- Twitter https://twitter.com/mtsinaitourette

Mount Sinai Nutrition

- Twitter https://twitter.com/MountSinaiRDs

Mount Sinai Innovation Partners

- Twitter https://twitter.com/MountSinai_IP

Mount Sinai Beth Israel Heart

- Twitter https://twitter.com/BIMC_Heart

Mount Sinai Dermatology

- Twitter https://twitter.com/NYCSkin