

Information You Need To Know When Providing Services During Times of Crisis

Series of Six Videos



Social Media and HIPAA Regulations

Social Media

What you need to keep in mind:

- It is very easy to cross boundaries when using social media at the personal or business levels. It is important for you to think about these topics before using social media:
 - » You do not know who the friends of your friends are, and they could be your clients or know your clients.
 - » Social media is not a space to vent.
 - » It is not a space to offer therapy.
 - » With all the sensitivity and issues going on in the country people can get easily offended or misread any comment you make.
 - » Having social media accessible for all could allow clients to get to know some personal information that you may not share otherwise.



- » Sometimes friends repost our posts, or tag us without our consent.
- » Employers often scan social media to know the behaviors of their current and potential employees.

HIPAA Regulations

One of the most common questions we get is if the professional should use one cell phone for personal matters and another for work. We want you to keep in mind the following:

- It is easy to select the wrong contact and share confidential information from a client.
- Communications via cell phone and text need to be part of your informed consent.
- You always need to know who is at the other end on the phone. Always make sure you confirm that is your client who is calling you or texting you.
- Do not forget to confirm where the phone is (you do not want to be practicing across state lines) and if your client can assure privacy and confidentiality.
- Talk to your phone provider to use all the necessary technology to make sure that your phone is safe and you can ensure confidentiality for your client.
- Document any communications you have via cell phone or text in your chart.



Due to COVID-19, HIPAA regulations have changed. However, at any time the changes can be reversed as the severity of the pandemic changes. It is your responsibility to monitor those changes on a regular basis to ensure you are practicing according to their regulations. Remember that:

- HIPAA violations are very serious
- Fines can be extremely expensive, from as little as \$100 up to \$50,000 per violation, with a maximum penalty of \$1.5 million per year for each violation.
- Fixing HIPAA violations takes time, money and brings serious stress to the professional.

During these times of crisis, many policyholders want to know more about our Cyber Liability Insurance coverage. For more information visit <https://naswassurance.org/malpractice/cyber-liability/>

**For questions or comments on these videos,
please email us at asi@naswasi.org.**