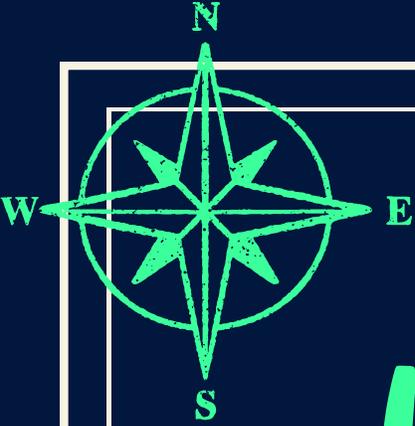


Introduction

Why HIPAA compliance matters for recovery organizations

HIPAA COMPLIANCE - THE WHY?



BY: Phoenix Rise Media
www.PhoenixRiseMedia.com

Why Care?

In today's digital age, social media is one of the most powerful tools for recovery organizations to share hope, educate communities, and connect with those in need. Yet with this opportunity comes responsibility: every post must honor the privacy and dignity of clients. HIPAA compliance isn't just a legal requirement — it's a safeguard that protects trust, ensures ethical storytelling, and prevents the accidental disclosure of sensitive information. By embracing HIPAA-compliant practices, recovery organizations can confidently build their online presence, amplify their mission, and inspire recovery without risking violations or compromising the people they serve.

Our Mission

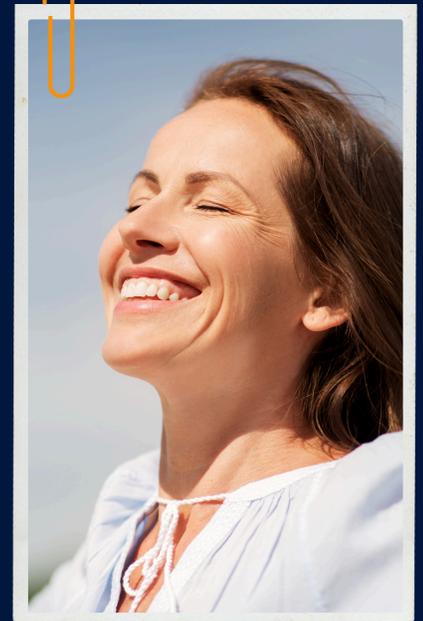
Our mission is to empower recovery organizations with ethical, trauma-informed marketing tools that amplify hope, protect client privacy, and build authentic community connections.



✓ HIPAA Compliance Checklist for Social Media

QUICKLY SCAN BEFORE POSTING

- No PHI (Protected Health Information)
 - Do not share client names, photos, or identifiable details without explicit written consent.
 - Avoid indirect identifiers (location, age, unique circumstances).
- Use Stock or Branded Images Only
 - Never post client images without a signed written consent form.
 - Prefer professional graphics, Canva templates, or royalty-free stock photos.
- Obtain signed HIPAA release forms before using any client testimonials, quotes, or images.



Avoid promises of outcomes

- (e.g., “guaranteed recovery”)—stick to evidence-based, supportive language.
- Be transparent and build trust around staff credentials, pricing, and services.

Appoint a Privacy Officer

- Appoint a staff member as a Privacy Officer.
- Establish procedures, workflows, and policies around HIPAA compliance.
- Train all staff who handle social media marketing on HIPAA compliance.
- Have all content reviewed and approved securely (in a platform such as Sprout Social or HubSpot) before posting to social media.
- Restrict access to social media accounts to trained staff and marketing professionals only.
- Use 2-factor authentication on all accounts

Maintain audit trails

- Track all breaches, report breaches to affected parties.
- Keep a log of all audits, breaches, and resolutions.
- Regularly update passwords.





HIPAA Checklist

Keep Language General

- Share educational, inspirational, or promotional content without referencing specific cases.
- Avoid diagnostic statements tied to individuals.

No Testimonials with Identifiers

- If using testimonials, ensure they are anonymous or generalized.
- Remove any details that could link back to a client.

Trauma-Informed Messaging

- Use compassionate, non-exploitative language.
- Focus on hope, education, and empowerment rather than sensational stories.



Review Before Posting

- Double-check captions against HIPAA guidelines.
- Ask: “Could this reveal client information directly or indirectly?”

Secure Communication Channels

- Direct inquiries to secure phone/email, not DMs.
- Never discuss treatment details in comments or messages.
- Never respond to comments with PHI.
- Monitor comments for HIPAA violations and delete/document them.
- Securely store signed consent forms.