

**POLICY NAME:** Professionalism and Social Networking Policy

**Responsible Party:** Office of the Dean

**Applies To CMED:**  Faculty  Students  Residents  Staff  Administration

**Approval Date:** 12/11/2018

Policy  Procedure

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**PURPOSE:**

The Central Michigan University College of Medicine (CMED) recognizes that social media has changed the way people communicate.

Social media is a powerful communication and marketing tool that may have significant impact on institutional, professional and personal reputations. Most electronic information is enduring and even material that has been deleted may be accessible. Access to social media activity by current and/or future employers, colleagues and patients should be assumed. Because there are not always clear distinctions between personal voice and institutional voice, CMED has developed the following policy to protect personal and professional reputations when participating in social media.

Nothing in this policy is intended to have the effect of limiting either freedom of speech or academic freedom, subject to that freedom being exercised within the law.

**DEFINITIONS:**

**Social Media:** Is "any tool or service that uses the Internet to facilitate conversations."<sup>1</sup> This includes but is not limited to public, private or institutional (i.e. CMED) internet websites and platforms (Facebook, Twitter, Instagram, Snapchat, Flickr, Pinterest, Tumbler, LinkedIn), chat rooms, and email distribution lists.

## **POLICY STATEMENT:**

### **Expected Standards of Behavior**

Students, faculty and staff are personally responsible for what they communicate through social media and they must adhere to the standards of behavior set out in this policy and any related policies.

### **Maintain Confidentiality**

Do not post confidential or proprietary information concerning CMED, students, alumni, faculty, staff, guests, or administration. Use good ethical judgment and follow university policies and federal requirements, such as Health Insurance Portability and Accountability Act (HIPPA) of 1996 and the Family Educational Rights and Privacy Act of 1974 (FERPA).

Patient confidentiality is paramount, and no images or text should ever be posted, which may directly or indirectly identify a patient. This includes information that is only identifiable by the patient. Never post pictures of patients or potentially identifiable clinical information, their relatives or service users, even if they ask you to do this.

*Do not discuss issues related to any experiences in a healthcare setting online, including conversations about patients, their medical conditions, test results or situations that occur in the health care setting. Even if anonymized, these types of posts are likely to be identifiable and inappropriate. Comments about colleagues should be avoided.*

### **Use of the CMU Logo and Endorsements**

Do not use unlicensed versions of the CMU logo, action C, wordmark, seals, or other CMU images on your personal online sites. Do not use CMU's name to promote or endorse any product, cause or political party or candidate. Students, Faculty, and Staff should reference Brand Identity Standards for more information.

- [Brand Identity Standards](#)

### **Use of a Social Media Disclaimer**

If you identify yourself as a student, faculty or staff on a public, online social media site, such as Facebook, you should act responsibly at all times and uphold the reputation of your chosen profession and that of the University. Never provide medical advice on social media unless you are qualified to do so. Where personal opinions are publicly

expressed online, in a blog etc., it must be clearly stated that these are your own personal views and do not represent the position of CMED or the University.

**Follow University Policy**

All Central Michigan University student policies apply to social networking and students must adhere to all applicable student policies and the standards of conduct.

- [CMU Code of Student Rights, Responsibilities, and Disciplinary Procedures](#)

Faculty, staff, and students are expected to follow the University Social Media Guidelines when sharing communications via the College of Medicine social media channels.

- [Social Media Guidelines](#)

**Monitoring and Enforcement**

The College of Medicine does not monitor student, faculty or staff online, print or electronic communications; however, the College reserves the right to do so, without notice if we become aware of any communication that appears to violate relevant law or policies.

The University reserves the right to monitor, intercept and review within the law, without further notice, student activities using its IT resources and communications systems, including but not limited to social medial postings, to ensure that its rules are being complied with and such activities are for legitimate purposes.

1. Solis, B. "Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web" Wiley & Sons: Hoboken, NJ: 2010, 37.

**RELATED POLICIES:**

- [Professionalism](#)

*The College of Medicine reserves the right to make exceptions, modify or eliminate this policy and or its content. This document supersedes all previous policies, procedures or guidelines relative to this subject.*

<b>History</b>	
12/11/2018	Approved by Administration