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Owner Jason Roth: Vice President for Communications and Public Relat
Area Communications

Social Media Policy

BACKGROUND

Roseman University of Health Sciences recognizes that social media and digital communication platforms play an increasingly significant role in healthcare education, clinical care, research, recruitment, marketing, alumni engagement, fundraising, public relations, community outreach, and professional networking. Social media platforms provide valuable opportunities for communication and engagement, but they also present risks related to patient privacy, student confidentiality, cybersecurity, misinformation, professionalism, research integrity, animal welfare, and institutional reputation.

As a health sciences institution with academic, clinical, research, and community programs, Roseman University must ensure that social media activity aligns with institutional values, accreditation requirements, professional codes of conduct, privacy laws, and ethical standards. The rapid growth of content creation, live streaming, influencer partnerships, artificial intelligence-generated content, and digital public discourse further underscores the need for a comprehensive and modernized social media policy.

This policy establishes University-wide standards and expectations for responsible, professional, ethical, and legally compliant social media use across all Roseman University colleges, campuses, clinics, research facilities, and community programs.

1. PURPOSE

To establish standards and expectations for the responsible, ethical, professional, and legally compliant use of social media and digital communication platforms by students, residents, faculty, and staff of Roseman University of Health Sciences.

2. RELATED POLICIES

- HIPAA Privacy and Security Policies
- FERPA Policies
- Student Codes of Conduct
- Employee Handbook
- Technology Services Policies
- Research Compliance Policies
- Clinical Conduct Policies
- Title IX Policies
- Animal Welfare and Research Policies
- Brand and Communications Standards
- Applicable federal and state laws and regulations

3. SCOPE

This policy applies to all Roseman University of Health Sciences students, residents, faculty, and staff across all colleges, campuses, clinics, and affiliated community programs. This policy applies to:

- Official University social media accounts
- Personal social media activity that references Roseman University, its affiliates, patients, students, animals, faculty, staff, clinical experiences, research, or operations
- All forms of digital and social communication, including but not limited to Instagram, TikTok, Facebook, LinkedIn, X/Twitter, Threads, YouTube, Snapchat, Discord, Reddit, blogs, podcasts, livestreams, online forums, and emerging digital platforms

4. RESPONSIBLE PARTIES

Office of Communications, in collaboration with:

- Human Resources
- Student Affairs
- Legal Counsel
- Technology Services
- College Deans and Program Directors
- Marketing
- Campus Safety, when applicable

5. DEFINITIONS

5.1 Artificial Intelligence (AI)-Generated Content: Content created, modified, enhanced, or distributed using artificial intelligence systems or tools.

5.2 FERPA: The Family Educational Rights and Privacy Act protecting the privacy of student education records.

5.3 HIPAA: The Health Insurance Portability and Accountability Act governing the privacy and security of protected health information.

5.4 IACUC: Institutional Animal Care and Use Committee responsible for oversight of animal research and welfare compliance.

5.5 IRB: Institutional Review Board reviewing and monitoring research involving human subjects to ensure participant safety and ethical compliance.

5.6 FTC: Federal Trade Commission overseeing the Consumer Review Fairness Act, protecting consumers' ability to share their honest opinions about a business's products, services, or conduct in any forum – and that includes social media.

5.7 Official University Social Media Account: Any social media account representing Roseman University, its colleges, programs, student organizations, clinics, or community programs.

5.8 Protected Health Information (PHI): Individually identifiable health information protected under HIPAA.

5.9 Social Media: Online and digital platforms used to create, share, communicate, live stream, or exchange content publicly or privately.

6. POLICY

6.1 Members of the Roseman University community are expected to conduct themselves online in a manner consistent with the mission, values, professionalism standards, and codes of conduct of the University and its colleges.

6.2 Social media activity must not:

- Violate patient, student, employee, research, or institutional confidentiality
- Violate HIPAA, FERPA, copyright law, or animal welfare regulations
- Misrepresent the University
- Damage the reputation, safety, integrity, or operations of the institution
- Constitute harassment, discrimination, bullying, retaliation, threats, intimidation, or unlawful conduct

6.3 All official University social media accounts representing Roseman University, its colleges, clinics, student organizations, or community programs must:

- Be approved by the Vice President for Communications & Partnerships, or designee
- Have at least two authorized administrators, with contact information submitted to the Office of Communications, and updated when administrators are changed
- Use official University branding standards
- Maintain accurate and current contact information

- Be monitored regularly for inappropriate content, misinformation, spam, threats, privacy violations, or cybersecurity risks

6.4 Students, residents, faculty, and staff are expected to maintain professional conduct online consistent with the ethical standards of healthcare, higher education, research, and public service professions.

6.4.1 Individuals should assume that:

- Social media content is permanent
- Deleted posts may still be archived or captured
- Personal accounts may still reflect upon the University
- Employers, residency programs, licensing boards, patients, clients, donors, and future employers may review public online activity

6.4.2 Examples of prohibited or inappropriate conduct include:

- Sharing confidential or identifiable patient or student information
- Posting inappropriate clinical, laboratory, research, or animal images
- Harassing, discriminatory, or defamatory comments
- Threatening or abusive language
- Bullying, hazing, retaliation, or intimidation
- False or misleading medical or scientific claims
- Unprofessional behavior while wearing University identification, scrubs, uniforms, or badges
- Content depicting unsafe clinical, laboratory, or animal handling practices
- Posting while engaged in patient care, clinical responsibilities, or instructional duties if it interferes with professional obligations

6.4.3 Members of the University community should not:

- Sharing knowingly false or misleading medical information
- Promoting unsafe treatments or practices
- Misrepresenting professional credentials or expertise
- Undermining evidence-based healthcare through deceptive or irresponsible content

6.5 Students, residents, faculty, and staff participating in clinical education, residencies, rotations, experiential learning, or research environments must uphold professional standards online at all times. Individuals should not:

- Post about patient encounters, procedures, diagnoses, or clinical experiences in identifiable or inappropriate ways
- Mock, ridicule, or exploit patients, clients, animals, classmates, faculty, or colleagues online
- Share images or commentary from clinical environments without authorization
- Disparage clinical partners, preceptors, faculty, or affiliated institutions in ways that violate professionalism standards

6.6 Faculty, staff, residents, preceptors, supervisors, and other individuals in positions of authority should maintain appropriate professional boundaries with students in digital and social media environments.

Individuals in supervisory, evaluative, instructional, advising, mentoring, clinical, or administrative roles should carefully consider the nature and appropriateness of social media interactions with current students, trainees, residents, or supervisees, particularly on personal accounts or platforms primarily used for social or private communication.

6.6.1 Examples of interactions that may create actual or perceived conflicts, boundary concerns, favoritism, or discomfort include:

- Excessive personal messaging or private communication
- Sharing inappropriate personal content
- Interactions that could reasonably be interpreted as coercive, discriminatory, harassing, retaliatory, or exploitative
- Social media conduct that may compromise professional objectivity or academic integrity
- Engaging in online relationships that blur professional and personal boundaries

6.6.2 Faculty and staff are encouraged to use University-approved communication platforms and official channels for academic, advising, clinical, and administrative communications whenever possible. Nothing in this policy prohibits lawful professional networking, educational engagement, mentorship, academic collaboration, or participation in official University-sponsored social media activities conducted in a professional manner.

6.7 Any use of an individual's likeness, voice, interview, photograph, or video for University marketing or social media purposes that requires consent must be supported by a signed Media Release and Consent Form obtained through the Office of Communications. Departments, faculty, staff, and students should not rely on verbal permission or independently created release forms unless specifically authorized by the Vice President for Communications & Partnerships, or designee.

6.7.1 Roseman University employees, students, and residents are provided the opportunity to make their Media Release and Consent election during the onboarding or orientation process. Before photographing, recording, or using the name, likeness, image, voice, or statements of an employee, student, or resident for marketing or promotional purposes, confirmation of the individual's current Media Release and Consent status with Human Resources (for employees) or the Office of the Registrar (for students and residents) is required. Only employees, students, or residents with a current authorization on file or a completed Media Release and Consent form submission for the specific use may be featured.

6.7.2 The University may photograph or record public events, ceremonies, lectures, events, and other activities held on University property or sponsored by the University for news, educational, archival, or promotional purposes. Individuals attending these events may appear in crowd or incidental photographs and recordings without a separate media release, where permitted by law. However, when an individual (not including an employee, student, or resident with existing consent outlined in 6.7.1) is the primary subject of promotional or marketing materials, a Media Release

and Consent Form obtained through the Office of Communications should be secured before publication.

6.8 All members of the Roseman community must comply with the Health Insurance Portability and Accountability Act (HIPAA) and all related privacy laws and institutional policies. Protected Health Information (PHI) must never be disclosed on social media, including patient names, images, dates of service, medical conditions, medical records, conversations, audio/video recordings, or any information that could reasonably identify a patient, unless such use has been specifically authorized through a written Media Release and Consent Form approved and maintained by the Office of Communications and all applicable HIPAA and institutional requirements have been satisfied.

6.9 Roseman University complies with the Family Educational Rights and Privacy Act (FERPA). Students' educational records and personally identifiable information must not be shared on social media without appropriate authorization, including grades, academic standing, financial information, disciplinary matters, residency or admissions information, and student identification information, unless the student has provided written consent through a Media Release and Consent Form authorized and maintained by the Office of Communications, and the disclosure complies with FERPA and University policy.

6.10 Social media activity involving research, publications, grants, or scientific findings must comply with IRB requirements, IACUC requirements, sponsor agreements, publication embargoes, intellectual property protections, and research integrity standards.

6.11 Photography, video recording, live streaming, and audio recording within classrooms, laboratories, clinics, simulation centers, hospitals, veterinary facilities, research environments, or animal care facilities may be restricted and require appropriate authorization from the University of clinical partner.

6.12 Individuals involved in veterinary medicine, animal research, animal care, or clinical training must maintain the highest standards of professionalism and animal welfare. The following are prohibited without proper authorization:

- Posting identifiable images or videos of client-owned animals
- Sharing animal treatment details or owner information
- Posting surgical or medical procedures without educational approval and consent
- Content depicting improper animal handling, restraint, or care
- Posting content that may undermine public trust in veterinary medicine or animal welfare practices

6.12.1 All animal-related content must comply with IACUC requirements, veterinary regulations, research protocols, client confidentiality expectations, and animal welfare standards.

6.13 Roseman University is committed to integrity and evidence-based communication. Social media content related to healthcare, medicine, dentistry, nursing, pharmacy, veterinary medicine, research, education, or University operations must be accurate and, when making factual claims, supported by credible and authoritative sources. Whenever referencing scientific studies, clinical recommendations, institutional statistics, rankings, accreditation status, or other official information, users should cite or link to the original publication or an official University source whenever feasible. Personal opinions should be clearly distinguished from factual statements, and users must not misrepresent research

findings, overstate conclusions, or disseminate misinformation. Any inaccurate information should be corrected or removed as soon as practicable.

6.14 AI-generated content shared on behalf of the University must:

- Be accurate and fact-checked
- Comply with confidentiality and privacy laws
- Avoid fabricated or misleading medical, scientific, or academic claims
- Not falsely represent research findings, clinical outcomes, or institutional positions

6.15 Individuals using personal social media accounts should:

- Make clear when opinions are personal and not institutional
- Avoid implying official University endorsement
- Refrain from using University logos or branding without authorization
- Avoid engaging in online conduct that conflicts with professional or ethical obligations

6.16 Students, residents, faculty, and staff who identify themselves as affiliated with Roseman University should exercise caution when participating in influencer marketing, sponsorships, endorsements, affiliate partnerships, or promotional campaigns on social media.

6.16.1 Sponsored or compensated content related to healthcare, education, research, or University affiliation must be approved by the Office of Communications and Administrative Council, and comply with applicable Federal Trade Commission (FTC) disclosure requirements.

6.17 Members of the University community should use caution when engaging online to protect institutional systems, data, and personal information. Individuals should:

- Use strong passwords and multi-factor authentication where available
- Avoid sharing confidential information through unsecured platforms
- Be alert to phishing attempts, scams, impersonation accounts, and fraudulent links
- Report compromised accounts or suspected cybersecurity incidents to Technology Services promptly

6.18 Only authorized spokespersons may speak on behalf of the University regarding institutional matters, litigation, crises, investigations, patient incidents, research controversies, or media inquiries. Refrain from sharing and commenting on such content and report it to the Office of Communications.

6.19 Online conduct that violates the above outlined policy or any University policies may result in disciplinary action regardless of whether the conduct occurs on personal accounts or outside working or academic hours.

6.19.1 Violations of this policy may result in:

- Removal of content
- Revocation of social media privileges on official Roseman University accounts
- Academic or disciplinary action
- Employment action up to termination

- Referral to licensing boards
- Civil or criminal liability

7. PROCESS

7.1 Official University social media accounts must be reviewed and approved by the Vice President for Communications & Partnerships, or designee, prior to launch.

7.2 Departments, programs, colleges, clinics, centers, and student organizations seeking to establish official social media accounts must identify at least two authorized administrators responsible for account management and compliance. Names and contact information must be submitted to the Office of Communications for records.

7.3 Individuals posting University-related content must ensure compliance with HIPAA, FERPA, research regulations, copyright laws, animal welfare standards, cybersecurity requirements, and all applicable University policies prior to publication.

7.4 Photography, video, or recordings involving patients, students, clinical environments, research settings, or animals must receive appropriate media release and consent authorization and approvals before posting.

7.5 Individuals contacted by media regarding University-related matters should refer inquiries to the Office of Communications.

7.6 Concerns regarding potential violations of this policy should be reported to the Office of Communications, or Human Resources, Student Affairs, respective Dean or Program Director, Technology Services, Marketing, or Campus Safety when appropriate.

7.7 The Office of Communications, in collaboration with University leadership and applicable departments, will periodically review and update this policy to ensure compliance with evolving laws, technologies, accreditation standards, and best practices.

All Revision Dates

06/2026, 08/2017

Approval Signatures

Step Description	Approver	Date
Administrative Council	Renee Coffman: President	06/2026
Unit Head Approval	Jason Roth: Vice President for Communications and Public	06/2026

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