

## **SOCIAL MEDIA POLICY**

*Approved by Administrative Council 8/7/17*

*Effective date 8/7/17*

### **PURPOSE**

This Policy establishes the position for Roseman University on the use of social media for the official business purposes of the University, including the promotion of the University, Colleges and Programs, service units and offices, and faculty and staff of the University. It also provides guidelines for faculty and staff using their personal social media in support of Roseman University.

For the purpose of this policy, "social media" refers to all social networking sites, including but not limited to (e.g. Facebook, Twitter, LinkedIn), podcasts (multimedia distributed over the internet), video sharing (e.g. YouTube, Snapchat), photo sharing (e.g. Instagram), blogs, wikis, and other similar sites.

### **ROSEMAN UNIVERSITY OFFICIAL SOCIAL MEDIA ACCOUNTS**

The University uses social media to supplement traditional media relations and marketing efforts. Official Roseman University Social Media Accounts include:

- Facebook
  - Roseman University of Health Sciences – Nevada
  - Roseman University of Health Sciences Utah
  - Dental Clinic at Roseman University
  - Orthodontic Clinic at Roseman University of Health Sciences
- Instagram
  - @rosemanuhs
  - @rosemanbraces (Orthodontic Clinic)
- Twitter
  - @rosemanuhs – Official Roseman University Twitter
  - @rosemanmedicine – College of Medicine
- Other Accounts
  - University News Blog - [blog.roseman.edu](http://blog.roseman.edu)
  - YouTube – RosemanUHS
  - Snapchat - RosemanUHS
  - LinkedIn

### **POLICY**

This policy applies to the Roseman University community, including—but not limited to—administrators, faculty, and staff. The University respects your right to interact knowledgeably and socially, however interaction with social media can greatly impact you, our colleagues and our students. Therefore, the entire University community has a responsibility to maintain the integrity of the institution when interacting on social media for business purposes.

The Marketing Office is responsible for the enforcement of this policy and can be a resource to the University community for launching social media initiatives. Employees and academic and

service units within the University seeking to engage in social media for business purposes should contact the Marketing Office at [socialmedia@roseman.edu](mailto:socialmedia@roseman.edu).

### **Compliance with all University Policies**

Communication on social media sites for University purposes must comply with all applicable University policies, including but not limited to our Equal Employment Opportunity, Non-Harassment, Sexual Harassment, and Confidentiality of Student Matters policies.

### **Media Interaction**

Social media may generate interest from the press (print, television, radio, online). It is imperative that one person speaks for the University to deliver an appropriate message and to avoid giving misinformation in any press inquiry. To best serve these objectives, the University will respond to the press in a timely and professional manner only through the designated spokespersons. If you are contacted in any way by a member of the press about a University-related social media posting, you are required to state you are not authorized to comment for the University. You are to also refer them to the Marketing Office.

### **Posting on Personal Sites**

Employees are encouraged to share University news and events with their family and friends through personal social media accounts. Sharing a Roseman University social media post or linking straight to an information source is the most effective way to pass along news on personal sites and to avoid potential issues with copyright infringement.

Respect all copyright and other intellectual property laws. For the University's protection as well as your own, it is critical that you show proper respect for the laws governing copyright, fair use of copyrighted material owned by others, trademarks and other intellectual property, including the University's own copyrights, trademarks and brands. Also, make it clear that you are speaking for yourself and not on behalf of the University. A disclaimer, such as, "The views expressed on this [social networking site] are my own and do not reflect the views of my employer," may be appropriate.

### **Protect Privacy**

Follow all applicable state and federal laws, and Roseman University policies, faculty and staff handbooks, regulations, such as FERPA and HIPAA. Any content and/or online activity created by a poster or site moderator that violates these ordinances, or contains/leads to the release of a student's private personal information is strictly prohibited.

Do not divulge any confidential information you have access to as a Roseman University employee (e.g., student information).

If you are an employee of Roseman University or provide work for the University, do not engage in any conversations or post any information regarding student records. Some examples of student records include admission status, GPA, Social Security number, student ID number, and any/all other information that would be covered by FERPA. Seek written permission from students before posting their name or photo on social media.

If a student requests assistance via social media post, direct him/her to a secure discussion platform, such as phone or email.

Protect confidential medical records, as specified by HIPAA: “The Privacy Rule protects all “individually identifiable health information” held or transmitted by a covered entity or its business associate, in any form or media, whether electronic, paper, or oral.” Examples of protected information include: “...the individual’s past, present or future physical or mental health or condition, the provision of health care to the individual, or, the past, present, or future payment for the provision of health care to the individual, and that identifies the individual or for which there is a reasonable basis to believe can be used to identify the individual.” Seek signed permission for the use of any patient information or photos in a social media post. Media release forms may be obtained from the Marketing Office.

The University does not endorse or use any social network Internet communication service or media sharing service as a secure means of communication for online business transactions or matters involving personal information. The University will not ask for, nor should an individual send, credit card or payment information, classified information, privileged information, private information or information subject to non-disclosure agreements via any social network internet communication service.

## **GUIDELINES FOR USING SOCIAL MEDIA**

### **Before Using Social Media**

The University encourages all employees to be thoughtful in decisions to “friend,” “like,” “link,” “follow,” or accept a request from another person. It is important to recognize that there is the potential for misinterpretation of relationships such as faculty-student, supervisor-subordinate and staff-student in social interactions. If you are in doubt, please contact Marketing Office.

### **Use Good Judgment**

Be fair and courteous to fellow staff, faculty, students, vendors or people who work on behalf of the University. Keep in mind that you are more likely to resolve work-related conflicts by speaking directly with your co-workers or utilizing our problem solving process than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be seen as malicious, obscene, or threatening, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to defame someone, or posts that create a hostile work environment as described in the University’s Equal Employment Opportunity, Non-Harassment, and Sexual Harassment policies.

### **Be Honest and Accurate**

Make sure you are always honest when posting information or news, and if you make a mistake, correct it quickly. Never post any information or rumors that you know to be false about the University, fellow staff, faculty, students, vendors, people working on behalf of the University, or competitors. Unless it is part of your duties at the University, blogs and other forms of social media communications are individual interactions, not University communications. Information shared via social media is generally public and may easily be viewed by University supervisors, employees, and students. Ultimately, you are solely responsible for what you post online.

Before creating online content, consider some of the risks that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow staff or faculty, or otherwise adversely affects students, vendors, people who work on behalf of University or University's legitimate business interests may result in disciplinary action up to and including termination.

### **Report Concerns**

Your personal (or anyone else's) blog, wiki, or social networking site is not the most appropriate place to make a complaint regarding discrimination, harassment, or safety issues. To ensure your concerns are appropriately brought to the attention of the University, we encourage employees to report such issues directly to their immediate supervisor, but any employee who is concerned or apprehensive about reporting to his/her direct supervisor may instead report such issue to the Office of Human Resources.

### **Ask for Help**

Please consult with the Marketing Office if you have questions about these guidelines.

Roseman University has the right to amend this policy at any time. Failure to comply with this policy will be considered actionable behavior by your supervisor and could result in disciplinary action up to and including suspension or termination, and in some cases civil and/or criminal liability.

Inquiries regarding Social Media Policies or Best Practices should be directed to the Marketing Office at [marketing@roseman.edu](mailto:marketing@roseman.edu).