Temple University
Lewis Katz School of Medicine

POLICY AND PROCEDURE

Title: Social Media

Category: Medical Degree (MD) Program
Issuing Authority: Dean, LKSOM
Policy Administrator: Office of Student Support

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Policy

Social media offer unique opportunities to connect and communicate with people across the globe. The Lewis Katz School of Medicine supports the use of social media initiatives that seek to share and support its educational, research, and clinical missions. Members of the LKSOM community are asked to be professional, confidential and technically secure, and transparent of their identity in all communications on behalf of the School of Medicine and University.

Medical students have a duty to represent the profession of medicine in all interactions with the public. Social media have become important aspects of that professional development: networking, gathering information, and public image. This document is intended to provide students with guidance in their use of social media. Such media include, but are not limited to, YouTube, Vimeo, Facebook, iTunes, blogs, web feeds (such as RSS and X), Instagram, Snapchat, LinkedIn, Flickr, community forums, chat rooms, listservs, social bookmarking sites, and other forums.

Scope

These guidelines apply to all students of the Lewis Katz School of Medicine when engaging in any online conversation, professional or otherwise. It is important to recognize that social media platforms are among new and evolving technologies, and discretion should be used to adhere to professional behavior in all social media interactions if not explicitly stated in this policy.

Procedure

A. <u>When to use Social Media</u>
    Students should use social media in the appropriate settings. Students should not engage in social media when on duty directly interacting with patients, faculty, and staff. LKSOM's focus on patient-centered care requires that you give your full attention to your patients and education when engaged in medicine.

B. Appropriate Use of Social Media Sites
   Students and faculty must:
   1. Follow all existing Temple University and LKSOM policies and guidelines, including HIPAA, Conflict of Interest Policy, Intellectual Property, and general civil behavior guidelines cited above.
   2. Respect copyrights, trademarks, and intellectual property of the University, LKSOM, and others.
   3. Protect others' privacy and their proprietary financial, patient care, or similar sensitive or private content.
   4. Not communicate identifiable patient information on any social media site.
   5. Be professional and respectful in all postings. Be mindful that all communications in the online environment can be visible to patients, co-workers, managers, competitors, and others. Remember that nearly all content contributed on social media platforms becomes immediately searchable and can be immediately shared.
   6. When representing LKSOM, identify yourself and your role with the organization in all posts. Use good judgment and strive for accuracy. Errors and omissions could result in a liability for you or LKSOM.
   7. When expressing personal views, and when an association with LKSOM is shared, implied or apparent, make it clear that one's opinions are personal and do not represent the views or opinions of LKSOM.
   8. Not discriminate against any individual on the grounds of race, color, religion, sex, age, disability, sexual orientation, national origin, or any other factor prohibited by law. LKSOM is committed to a work environment free of harassment and disruptive behavior, and to providing an equal opportunity work environment where every member of the University community is treated with fairness, dignity, and respect.
   9. Keep personal online social networking activities separate from professional online activities to maintain appropriate boundaries when interacting with patients online and to ensure patient privacy and confidentiality.
   10. Use privacy settings to safeguard personal information on non-work-related activities as appropriate. The practice of accepting patients as friends on personal, non-LKSOM accounts is strongly discouraged. Monitor your Internet presence to ensure accuracy and appropriateness of content posted about you. You should also review the AMA guidelines for social media use.
   11. Always adhere to the site's user terms and conditions.
   12. Ensure that online activities do not interfere with the completion of academic responsibilities.
   13. Avoid conflicts of interest that violate LKSOM policies and guidelines; if someone or some group offers to pay for participation in an online forum on the basis of one's LKSOM role, this provision could apply.
   14. Alert the LKSOM Office of Student Support immediately if anyone from media outlets contacts you about posts you have made in online forums that relate to LKSOM in any way.
   15. Be respectful and factually accurate in any writing about the University, Health System, faculty, peers, or healthcare providers.

C. Appropriate use of LKSOM Sponsored Social Media
   LKSOM-sponsored social media is defined as any official public or private social media group created by LKSOM or any recognized Student Government Association (SGA) organization. Comments on these previously defined official LKSOM forums containing any of the following, in addition to the guidelines listed above, are in violation of the policy:

1. Profanity, racist, sexist, discriminatory, or other derogatory content.
2. Comments that reflect negatively on the school, or any person or persons with the school, hospitals, or Health System.
3. Plagiarism or infringement upon or violation of the rights of third parties, such as copyright, trademark, trade secret, confidentiality, intellectual property, or patent.
4. False claims, including those not in compliance with AMA, AAMC, and ACGME guidelines.
5. Spam, spyware, virus, or other component or computer code or script that is or could be harmful.
6. Endorsements of for-profit institutions.
7. Explicit or implied use of the University's or School of Medicine's names, trademarks, logos or images – including pictures of campus buildings – to endorse any product or service without approval by the Office of Student Support.

Site Administration

Any social media group and/or organization using the LKSOM name must officially designate a site administrator whose name will be made available to the SGA.

All site administrators will ensure that:
1. Content is appropriate, accurate, and timely.
2. Content complies with all privacy, corporate compliance, copyright, disclosure, conflict of interest, HIPAA, and other relevant laws, and University and LKSOM's policies.
3. Appropriate consent is obtained and documented for content including words, graphics, photos, video, audio, images, PowerPoint presentations, artwork, and any other included elements.
4. Content does not constitute advertising. The University does not endorse commercial enterprises, including in its digital communication unless approved by the Office of Student Support. Promotion of an event sponsored by the University or its partners is acceptable.
5. Content is monitored daily, or more frequently if necessary, and postings and comments adhere to policies.
6. All errors are immediately corrected ,and correction notes included with the original post.
7. Offered links are reviewed and deemed appropriate.
8. No patient information is to be communicated on any social media site.
9. All TU computer services policies are met and adhered to.

D. Monitoring and Disciplinary Procedures

LKSOM academic administration and/or the LKSOM Honor Board may review the social networking activities of its students in cases of suspected violations to ensure compliance with this policy. LKSOM students should therefore have no expectation of privacy regarding their social networking activities if they choose to make information publicly accessible through the internet.

Failure to comply with this policy will constitute an Honor Code violation resulting in appropriate corrective action. At the discretion of the LKSOM Office of Student Support, violations involving patient information may lead to civil penalties and criminal prosecution.

Definitions

N/A

Attachments

N/A

Cross Reference(s) To other Policy(s)

Social Media Guidelines | Temple Now