Graduate School Social Media Policy

Wake Forest Graduate School of Arts and Sciences supports the proper use of social media but also recognizes that it is critical to manage use of social media in the classroom and to protect the reputation of the School of Medicine and the Graduate School, as well as the reputation and privacy of students, staff, faculty and patients. This policy establishes standards to ensure that use of social media by all graduate students is appropriate and consistent, and that personal use of social media does not interfere with academic responsibilities.

SCOPE
Applies to graduate students

DEFINITIONS
Social Media - Social media include but are not limited to blogs, online discussion boards, online communities, social networks, microblogs, photo and video sharing sites. Examples include Facebook, MySpace, LinkedIn, Yammer, Twitter, Flickr, YouTube and online comments sections.

Official Representation - Official representation is defined as having authorization to communicate on behalf of the Graduate School. Examples of official representation include:
• Any Graduate School Twitter account
• Any Graduate School Facebook account

Unofficial Representation - Unofficial representation is defined in two ways:
• Any use of social media in which a student identifies his/her affiliation with the Graduate School
• Any use of social media in which the subject matter being discussed is directly related to any currently matriculated student at the Graduate School.

Examples of unofficial representation include:
• A Facebook page that identifies information about students of the Graduate School
• A Facebook page or personal blog focused on a subject matter directly related to a student experience at the Graduate School such as a specific course or evaluation material.
• Participation in online discussions about the Graduate School or subjects related to a student/staff/faculty member

Personal Use - Any participation in social media that is strictly personal in nature and in no way relates to the Graduate School or the student’s academic responsibilities.

GUIDELINES

GENERAL GUIDELINES
The following guidelines apply to graduate students whether they are communicating as official or unofficial representatives of the Graduate School or are using social media for personal pursuits, as defined above. Nothing in this Policy is intended to interfere with the rights of students under applicable laws.

Protecting Confidentiality
• Online communications are held to the same laws and policies as offline communications.
• Students may not post protected health information or violate the privacy of patients in any way, including disclosing a patient’s identity.
• Students may not post confidential student information or violate the privacy of students in any way, including disclosing a student’s status or grade information.

Reviewed July 2014
• Students may not post pictures or videos that include patients, family members of patients, or human or non-human research participants.

• Confidential information about the School of Medicine, the Graduate School or its affiliates, such as intellectual property, financial information and strategic business plans may not be posted online.

Respecting Copyright Laws
• Students must abide by copyright laws by ensuring that they have permission to use or reproduce any copyrighted text, photos, graphics, video or other material owned by others.

• Use of the School of Medicine or Graduate School logo or other trademark materials to imply official communication without permission from the office of CM&M and the Graduate School is prohibited.

Posting With Caution
• Students must remember that online activities – even those that seem private – can become public if content is copied, forwarded or printed. Text, images and video can remain on the Internet even after efforts have been made to remove them. Therefore, students should use good judgment in posting content that can be linked to Wake Forest Baptist Health.

Transparency
• Students must identify themselves and their school when communicating on behalf of Wake Forest School of Medicine.

• Wake Forest School of Medicine and the Graduate School do not endorse paying for comments or “planting” statements anonymously or under false names that make the statement appear to be from an objective outsider.

Disclosing Paid Relationships
• Any paid online relationships must be fully disclosed. Any third party that has been paid or otherwise compensated for their posts or other promotional activities must be clearly disclosed.

Reporting Negative Posts
• Nothing in this policy is intended to or will be applied in a manner that limits student legal rights. In an effort to protect the good reputation of the School of Medicine and the Graduate School, students who encounter negative posts related to the School of Medicine or the Graduate School are encouraged but not required to forward the posts to socialmedia@wakehealth.edu.

Medical Advice
• Online communication on behalf of the School of Medicine or Graduate School should be for general informational or educational purposes only. Content should not be written in a way that could be interpreted as professional medical advice.

• Students should not address individual medical conditions through social media.

Policy Violations
• Failure to comply with the provisions of this policy will result in corrective action up to and including dismissal.

OFFICIAL REPRESENTATION
The following applies to students who communicate as official representatives of the Medical Center, as defined above.

Reviewed July 2014
Authorization to Represent Wake Forest School of Medicine

• Only students designated by CM&M are permitted to speak on behalf of Wake Forest School of Medicine and the Graduate School in social media.

• Any site or page that is an official representation of the School of Medicine, the Graduate School or its affiliates must be approved by CM&M.

• Any site or page existing without prior authorization is subject to review and may be amended or removed.

• A student who is contacted by the news media about an Internet posting created by the School of Medicine or the Graduate School that concerns a School of Medicine or Graduate School crisis situation, patient or vendor, should refer the individual to CM&M. The designated spokesperson will respond to the news media in a timely and professional manner.

Registration of Account Information

• Students who have been approved to officially speak on behalf of Wake Forest School of Medicine or the Graduate School must register the account by completing the Social Media Request Form.

• Account registration is not required for unofficial representation or personal use.

Maintaining a Professional Presence

• When communicating on behalf of the School of Medicine or the Graduate School, students must not post material that is obscene, defamatory, profane, proprietary, libelous or harassing.

• Those who are unsure about whether material could be interpreted as inappropriate should contact CM&M before posting.

Monitoring of Accounts

• The Digital Communications Committee is responsible for monitoring all official representation in social media. The committee may amend and/or remove any posts that are inaccurate, inappropriate or unrelated to the work of the School of Medicine or the Graduate School.

• The committee may delete an account that has become inactive, has been hacked or used for spam, or has violated the guidelines of this policy.

Protecting Wake Forest School of Medicine and the Graduate School’s Reputation

• When communicating on behalf of the Medical School or Graduate School, students should demonstrate respect for the School of Medicine and the Graduate School and protect its reputation.

Ensuring Proper Use of the Brand

• The correct corporate identity standards must be used in all online communications. This includes the proper use of the name and logo, as defined by CM&M brand identity standards.

PERSONAL USE AND UNOFFICIAL REPRESENTATION

Separation of professional and personal online presences

• Students must make a clear distinction between their personal and professional online presences. When personal conduct and opinions are linked to enrollment with Wake Forest Graduate School, students act as unofficial representatives of the organization.

Reviewed July 2014
• Wake Forest School of Medicine email (@wfubmc.edu or @wakehealth.edu) should not be used on personal profiles or blogs. For non-academic related participation on social media sites, students must use a personal email address and must not attribute to or imply that personal opinions or statements are endorsed or supported by the School of Medicine.

• Students who in any way indicate that they are affiliated with the School of Medicine or Graduate School must include a disclaimer, such as the one below, to be clear that they are not officially representing the organization:

_The views and opinions expressed here are my personal views and opinions and do not represent those of Wake Forest School of Medicine or the Graduate School of Arts and Sciences._

• Students must not use social media to maliciously defame or make grossly disloyal, reckless or maliciously false statements about the School of Medicine, Graduate School, classmates, faculty, staff, other students, clinical preceptors, management officials, or Wake Forest Baptist Health competitors or vendors. Students should comply with any applicable state and federal, trademark, trade secret, copyright and other intellectual property laws.

• Students must not use social media to harass, bully or intimidate classmates, faculty, staff, other students, clinical preceptors or Wake Forest Baptist Health competitors or vendors.

• Students must not use social media to discriminate or harass any individual based on race, color, gender, religion, national origin, disability, age, veteran status, genetic information or any other characteristic protected by state or federal law.

Use of Social Media at School

While the School of Medicine and Graduate School respects the right of its students to participate in social media, the use of social media at school can interfere with school-related responsibilities. Students are expected to perform school-related functions while on school time and to comply with the following guidelines.

• Graduate students should not access any social media on School of Medicine computers or personal electronic devices for personal use while on class time, unless it is directly related to the performance of a student assignment and is not a personal pursuit.

• These guidelines are not intended to restrict use of social media related to academic pursuits.

Reviewed July 2014