

Oklahoma State University Center for Health Sciences Social Media Policy

The use of social media technologies as a form of communication raises questions and concerns about appropriate content and behaviors for these media tools (e.g., Facebook, Twitter, YouTube, Flickr, FourSquare, personal websites, blogs, chat sites). Below are the guidelines for employees and students at Oklahoma State University Center for Health Sciences and the College of Osteopathic Medicine. Hereafter referred to as OSU-CHS. These guidelines are aimed at identifying and avoiding possible negative outcomes related to the use of social media in a professional environment (e.g., hospital, clinics, and medical school). Course syllabi may have additional policies and guidelines for the use of social media associated with each course.

GENERAL GUIDELINES

Administration, faculty, and students are encouraged to use social media to share their news or events. Social media is an economic way to engage the community and promote the work of employees, who are encouraged to share information with their family, peers, and friends. A common method to share university news is to link to the original source. As for information that is not for public record, please follow the guidelines listed below. Note, all state and federal laws and OSU and OSU-CHS System policies apply when using social media tools. These include, but are not limited to:

Use of Marks (Trademarks)

Appropriate Use of OSU-CHS IT Resources

Appropriate Use of OSU-CHS System IT Resources

Copyright

Student Academic Disciplinary Procedures - (Policy COM2-0206a)

If you create a social media site on behalf of the university, you may use simple graphics that represent the OSU-CHS brand. OSU Marketing and Communications Services in Tulsa (chsmarketing@okstate.edu) can provide guidance with graphics and design. The brand and visual identity guidelines website provides information on logo permissions and standards.

These guidelines are intended for and apply to anyone involved in creating, contributing to or distributing information pertaining to Oklahoma State University Center for Health Sciences using digital media communication channels often times referred to as Social Media platforms. The term digital media refers to any communications facilitated by technology. This can include online channels, phone/app based communications and more.

We strongly encourage the consideration and strategic integration of any digital media platform that can help achieve the objectives of your organization, department or college in coordination with Marketing and Communications Services. These communication platforms are valuable ways to connect with a targeted audience.

In doing so, it is important to remember your efforts are part of Oklahoma State University Center for Health Sciences' voice and we ask that you be mindful of the content you post. Not only will current faculty, staff and students have access to content you publish, but prospective OSU-CHS students, alumni and other visitors might also. As with any OSU-CHS communication effort, we always want to convey a positive OSU-CHS image.

Anyone who formally communicates on behalf of any University organization, department or college is responsible for understanding and following these guidelines as they relate to their personal and professional usage of digital media accounts. Failure to do so can have far-reaching ramifications, potentially damaging the University's image and reputation, as well as those of your colleagues, peers and everyone affiliated with OSU-CHS.

OSU-CHS SOCIAL MEDIA GUIDELINES

You should participate in personal social media conversations on your own time. However, it is appropriate use social media at work if it is directly related to accomplishing tasks and goals associated with your job description. For example, seeking sources for information or working with others to resolve a problem.

While on the job or off, do not allow your participation in social media to harm yourself, employees or students of the OSU-CHS system or other individuals.

Be Transparent. Always make sure you are honest about your identity and relationship to OSU-CHS. Be sure to state the purpose of any site or page created. When possible, provide contact information for individuals to connect with your group through other channels.

When posting, as an individual, on digital media platforms, honesty is the best policy and other users will tolerate nothing less. Use your real name when posting rather than a pseudonym or posting anonymously. When appropriate, clarify your position with OSU-CHS. If you have a vested personal or professional interest in a topic you are discussing, acknowledge this.

Protect Your Privacy and that of Others. While it is important to disclose your true identity when engaging in any online community, for your own protection you should not share personal information such as phone numbers, complete physical addresses, passwords, etc.

When managing a digital media site, review the settings to determine what information is being disclosed and adjust the settings accordingly. Likewise, do not pass along personal information about others.

Do not discuss a situation involving named or pictured individuals on a social media site without their permission (including cadaveric specimens from the OSU-CHS Body Donor Program). Do not post anything you would not present in a public forum. Additional information on the appropriate handling of student, employee and patient information can be found at the university websites covering FERPA and HIPAA.

Protect your sites. As with any okstate.edu web page, it is your responsibility to protect every site for which you are responsible. Passwords should only be shared with those who will manage the site or are responsible for the overall effort. In all cases, more than one person should have access to make administrative changes to ensure a timely response to any needed action.

Sites which use OSU-CHS copyrighted or trademarked material should adhere to University Marketing guidelines. [<http://universitymarketing.okstate.edu>] Contact OSU Marketing and Communications Services in Tulsa at chsmarketing@okstate.edu for assistance with these guidelines.

Offer Value to Others. Digital media initiatives should be created when there is an opportunity to share information and build relationships. Listen and engage to get to know the others who are there. Your level of participation will determine the level of success of your participation.

It's a conversation. Talk to your readers like you would talk to real people in professional situations. It's okay for your comments to reflect your own personality and to say what's on your mind. Try to engage with questions or content that are open-ended, invite response and encourages comments. You can also broaden the conversation by citing others who are posting about the same topic and allowing your content to be shared or syndicated. Make sure you post in ways that easily enable sharing.

Respect Others. Treat others as you would like to be treated. Keep in mind everyone is entitled to his or her own opinion and spirited debate can be a good thing. Always maintain a level of respect for others and their viewpoints. Resist the temptation to make fun of people even if it would get you a laugh or you feel they might deserve it. When disagreeing with others' opinions, be polite. OSU-CHS is known for its friendliness and this should be reflected in our online efforts just as it is in our personal interactions.

Keep Your Engagement Clean and Tasteful. Do not post offensive, obscene, racist, homophobic, sexist or sexually explicit language or photos. This type of content will not be tolerated and will be dealt with according to applicable University policies. As the administrator or manager of a site or page, it is your responsibility to ensure such content is removed immediately.

Understand Your Personal Responsibility

There are no private social media sites. Search engines turn up posts and pictures years after the publication date. Comments can be forwarded or copied. After a post is deleted, archival systems save the information. If you are angry or passionate about a subject, it is best to delay posting until you are calm. Post only pictures that you would be comfortable sharing with the general public (you may not post pictures of whole or parts of cadaveric specimens).

OSU-CHS employees are responsible for their published content on blogs, wikis or any other form of user-generated content. Be aware what you publish will be available to the public for a long time. Therefore, protect your privacy and that of others.

Liability

Only you are responsible for what you post on your personal or professional site as well as the sites of others. Individual bloggers have been held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous or obscene (as defined by the courts). You are responsible for complying with the existing rules of social media web sites. For example, Facebook has regulations regarding the use of promotions (prizes and giveaways) on its web site. Increasingly, employers are conducting Web searches on job candidates before extending offers. Be sure what you post today will not affect you in a negative manner.

Adhere to Legal or Regulatory Requirements. Never share proprietary or confidential information or comment on anything related to legal matters without the appropriate approval. Please be familiar with University policies and procedures as well as FERPA limitations.

Do not post confidential or proprietary information about the Oklahoma State University Center for Health Sciences and the College of Osteopathic Medicine, its students, alumni or employees. Use sound ethical

judgment and follow university policies and federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA). Review HIPAA requirements and FERPA information.

Do not speak or state a position on behalf of the University without prior approval. As a state-funded university, OSU-CHS cannot take a position a variety of topics (i.e. political candidates) and employees of the university are prohibited from stating any position on behalf of the university without prior approval.

No Alcohol or Drugs Allowed, The University's alcohol and drug policy still applies online. Do not post content or images involving the use of these substances.

Correct Mistakes. If you make a mistake, admit it. Be upfront and be quick with your correction. If you're making changes to a blog to correct an earlier post be clear that you have done so.

Follow Best Practices in Security

To the extent possible, follow best practices for security. Do not allow others to create and manage accounts on your behalf unless you have total access to the logins, passwords, and procedures for those accounts.

Create Some Excitement. Your audience is inundated with information every day. Give them a reason to follow or engage with you.

When in Doubt, Do Not Post. If you are concerned whether posting something is appropriate, go with your gut feeling and don't post the content. Take a minute to review these guidelines again and modify your approach accordingly. If you're still unsure, you might want to discuss your concerns with someone in authority. Ultimately, what you publish is yours, as is the responsibility.

Individual guidelines

There may be times when additional guidelines need to be created for specific efforts. These should not supersede University guidelines.

Example – OSU-CHS Facebook Guidelines

The Oklahoma State University Center for Health Sciences fan page was created as a place for discussions and updates about OSU-CHS. We encourage the expression of opinions and discussions of those topics, which surround our great University.

Oklahoma State University Center for Health Sciences Center for Health Sciences reserves the right to moderate any and all comments. Comments will be removed if they meet any of the following criteria:

- Profanity, hate speech, and offensive or inappropriate language.
- Personal attacks on other users or Oklahoma State University Center for Health Sciences faculty, staff or students.
- Posts containing illegal activity, commercial, political or fund raising solicitations, spam, or copyright/trademark infringement.

- Posts containing advertisements or solicitations, including OSU-CHS themed products, will be deleted.
- Off-topic posts inappropriate for this forum.

Oklahoma State University Center for Health Sciences reserves the right, at its discretion, to remove any post or to revoke a user's privilege to post to its page.

Comments posted by others do not reflect the opinions of Oklahoma State University Center for Health Sciences.

This Facebook policy is subject to change at the discretion of Oklahoma State University Center for Health Sciences.

Disclaimer on OSU-CHS

Oklahoma State University Center for Health Sciences is not responsible for the content posted by members of this community or the accuracy of such content. The views expressed on this site do not necessarily reflect those of Oklahoma State University Center for Health Sciences, its faculty, staff or students, or any of the members of OSU-CHS. OSU-CHS site administrators reserve the right to modify or remove the Guidelines, Terms of Use or any other portion of OSU-CHS at any time.

Management of Your Efforts

Every digital media platform should be part of an overarching effort, beyond simply sharing information. Let the following guide you in these efforts:

Identify the purpose – Your creation of any site or engagement on any site should have an identified purpose. The information you provide should be unique and specifically support the stated objectives of your group. Strive to be a valuable resource to your audience by providing important information not easily obtainable elsewhere.

Have a plan – Creating an online presence takes time and dedication. Make sure you have a plan and follow it for the most effective use of your time and to achieve your objectives.

Stay up to date - These guidelines will change from time to time as new technology is utilized and best practices are determined. Please subscribe to the “Socially Orange” group to stay up to date on any changes to these guidelines as well as periodic updates on OSU social media initiatives. To join, go to: http://osu.okstate.edu/news/social_directory_page.html and click “Subscribe to Socially Orange Group”. Also, visit <http://www.healthsciences.okstate.edu/news/socialmedia.php> to view a listing of OSU-CHS social media accounts and join the “Socially Orange Tulsa” group to stay up to date on OSU-CHS social media initiatives.

Designate responsibilities – Social platforms open a portal for others to communicate with you. You must be prepared to respond to these posts as well as proactively engage with your audience to maximize the impact of your online efforts. Each social site, page or account for your group should have a member of your department, organization or college designated as a manager/administrator, as well as a succession plan should that person leave. These responsibilities should be reviewed on an annual basis to ensure adequate coverage. Inactive accounts or sites can have a detrimental impact on your group’s efforts and image. They should be removed immediately.

Use of the OSU-CHS Logo and Endorsements

Do not use unlicensed versions of the OSU-CHS, Dr. Pete or any other OSU-CHS marks or images on your personal online sites. Do not use OSU-CHS' name to promote or endorse any product, cause or political party or candidate. Read the OSU-CHS logo and trademark guidelines.

Does it Pass the Publicity Test

If the content of your message would not be acceptable for face-to-face conversation, over the telephone, or in another medium, it will not be acceptable for a social networking site. Ask yourself, would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?

Monitor Comments

Most people who maintain social media sites welcome comments it builds credibility and community. However, you may be able to set your site so that you can review and approve comments before they appear. This allows you to respond in a timely way to comments. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.

Special Note for Instructors Using Social Media as Part of Instruction

OSU-CHS' CIO (or equivalent) has developed specific guidelines regarding the use of technical resources (including social media) for classroom instruction. Please see their [Guidelines for Use of Non- OSU-CHS Applications and Service for Instruction](#).

Considerations for the integration of social media platforms:

Use these questions to determine how you might integrate a social platform into your current communications initiatives:

What are the goals or objectives to be achieved?

What do you plan to achieve by adding a/this social media platform? Inform? Communicate with? Listen? Collaborate?

Would your current web presence support this effort?

Who is your target audience? Who will be reading and commenting on your social media? Who are you trying to engage?

What content will be solicited? (e.g. answers to questions, photos/video)

How will you grow a follower/fan/audience base?

What is our editorial calendar?

Do we have enough content?

What topics will be discussed?

Who will have posting access?

Comment monitoring/response frequency

Comment monitoring/response policy

Execution & Maintenance

- Who will establish your account?
- Who will be the administrator?
- Who will maintain it?
- How often will it be updated? (Daily, weekly, weekends)
- How will you promote or generate awareness of these platforms?

Digital media form for new or ongoing University initiatives

This form is simply to allow OSU Marketing and Communications Services in Tulsa the ability to support all digital media efforts. Please note – Communications does not approve or deny social media efforts. Individual efforts should receive approval from within the organization it supports. Please contact OSU Marketing and Communications Services in Tulsa at chsmarketing@okstate.edu to help coordinate any efforts with the main university channels.

School/Office/Department: _____

Social media project lead(s): _____

Date created: ____ / ____

Is there a central web presence? Y N

Please list any key word, tag or #hashtag for this initiative?

Please list goals for this effort:

How will you measure success for this effort?

Which digital media platforms will you use? If the digital media is not listed below, please add it to the table (s) below.

Social Network	Micro-blogging	Blogging	Photo sharing
Facebook	Twitter	Tumblr	Flickr
LinkedIn	Yammer	Posterous	Picasso
Google+		OKStateU	Instagram

Video	Wikis	Google	Geo-Social
YouTube	PBWorks	Docs	Flickr
Vimeo		Sites	Picasso
Viddler		Wiki	Instagram
iTunesU		Pages	
OKStateTV		Reader	

Foursquare	Phone App
Gowalla	iOS
SCVNGR	Droid
	RIM

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