

**TITLE: Social Media Policy**

**POLICY:**

The School of Occupational Therapy recognizes that social networking websites and applications, including Facebook, Twitter and others, are an important and timely means of communication. Upon entry into a professional program, students, staff and faculty members must be aware that one's personal life and behavior can and will affect one's professional life and credibility. Students, faculty and staff should not have an assumption of privacy on social networking sites; care needs to be taken as to how one uses social media even with regards to one's personal life. Employers, colleagues, clients, care partners, or others will have access to your information that is posted online. Students, faculty and staff must be aware that posting certain information is illegal. Violation may expose the offender to criminal and civil liability. Offenses may be considered non-academic misconduct and be subject to the appropriate policies and procedures.

The following actions are strictly forbidden:

- You may not reveal the personal health information of other persons. Removal of an individual's name does not constitute proper confidentiality or protection of health information. Inclusion of any information that may identify a person such as : name, date of birth, gender, race, or diagnosis, evaluation date, type of intervention, or photographs still allow the reader to recognize or identify a specific person, and is a violation of HIPAA.
- You may not report private academic information of another student, including but not limited to: course, exam, assignment of grades; narrative evaluations; adverse academic actions; professional behavior checklist or contracts; or fieldwork performance evaluations. These constitute a violation of FERPA.
- When posting information on social networking sites, you may not present yourself as an official representative or spokesperson of Pacific University, the School of Occupational therapy or an affiliate organization.
- You may not represent yourself as another person, real or fictitious, or otherwise attempt to obscure your identity as a means to circumvent the prohibitions listed herein.
- You may not threaten or word statements that imply a threat to students, faculty, peers, staff, clients, caregivers or fieldwork supervisors.

Additionally the actions listed below may be considered a violation of professional behaviors and be the basis for disciplinary action.

- Display of vulgar language

- Display of language or photographs that imply disrespect for any person or group because of age, race ethnicity, gender, gender identity, ability status, sexual orientation, or other group protected by anti-discrimination.
- Display of information including personal photographs or photographs of others that may reasonably be interpreted as condoning irresponsible use of alcohol, substance abuse, sexual promiscuity, or extreme violent political/activist groups.
- Display of personal engagement in illegal activities including use of recreational drugs.
- Posting of potentially bullying, inflammatory, or unflattering material on another individual's website (eg on the Wall of that individual's Facebook site).

When in doubt about whether or not material will put you at risk of violating the above criteria, DON'T send it until you've consulted with a trusted colleague, faculty advisor, or someone more knowledgeable about legal and ethical professional matters.

FORMULATED:	July 2014
REVIEWED:	May 2017
REVISED:	