

Administration 1._0 Social Media Policy

Social networking is a widely used and accepted channel of communication in society today. Websites and applications such as Facebook, Twitter and MySpace, are commonly utilized to share general and personal information as well as communicate with family and friends. This policy applies to all Pacific University Athletic Training Program students, faculty, adjunct faculty and staff.

Definition of Social Media

Social media (SM) is defined as online tools that allow interaction among individuals. Social media uses web-based technologies to transform how people communicate with one another and receive new information or entertainment. Examples of select types of social media include career-building networks, such as LinkedIn and ASHP Connect; primarily social networks, such as Facebook, Twitter, snapchat and instagram; and multimedia sites, such as Flickr and YouTube. SM may also include other communication channels, such as Moodle, blogs, “wikis” and podcasts.

Social Media in Healthcare

Social media may reduce barriers and improve communication channels between caregivers and patients. Many health care organizations (e.g. hospitals, community pharmacies, professional societies, patient advocacy groups, etc.) have used SM for both communication and marketing. Health care professionals use SM in many settings to educate and communicate with patients. When appropriate, athletic training professionals should utilize these tools to maximize the provision of services to help athletes and patients, who are comfortable with SM, make the best use of their treatment.

Thus the use of SM by the athletic training students is encouraged, however the use of social media by athletic training students should remain professional, responsible and respectful. Users must consider the purposes and potential outcomes of using SM and use professional judgment and adhere to ethical standards and legal requirements at all times.

1.1._ Social Media Expectations for Pacific University Athletic Training Program students, faculty and staff:

1. Adherence to professional standards. Social media should not be used as a tool for harassment or defamation of the program, program staff (including preceptors), athletes / patients, other healthcare providers or peers.
2. Protect confidential and proprietary information at all times.
3. Respect copyright and fair use: Do not use the Pacific University logo, university images or other proprietary information on personal social media sites, unless approved by the University.
4. Do not use Pacific University’s name to promote a product, cause, political party or candidate.
5. Officially recognized Pacific University social media accounts must be approved by the Pacific University Marketing and Communications Department.
6. Postings on social media should neither claim nor imply that they represent the opinions of or are speaking on behalf of Pacific University or the Athletic Training Program.

7. Patient/Client confidentiality and health information: Users may not report the personal health information of other individuals (friends, relatives, or patients encountered during clinical training) either directly or indirectly. Removal of a person's name does not qualify as proper de-identification of protected health information. Inclusion of data such as age, gender, race, or date of interaction may allow a reader to recognize the identity of a patient, constituting a violation of HIPAA (Health Insurance Portability and Accountability Act).
8. Academic information of another student may not be reported. (e.g. course grades, evaluations, adverse academic actions, participation in extended learning, probationary status, etc.)
9. Students must not upload images of faculty, supervisors, or other students onto a SM site without the permission of those individuals.
10. Patient/Client images shall not be uploaded unless a WRITTEN release is obtained:

<http://www.pacificu.edu/marcom/documents/IndividualRelease.pdf>

11. Students or faculty who believe they have been targets of unprofessional behavior via social media should contact the Assistant Dean for Student Affairs to address their concerns.
12. Athletic Training Program faculty and staff, may not "friend" current Pacific University Athletic Training students on social sites, such as Facebook, or develop comparable online relationships on other social media outlets (except for the University-sanctioned MSAT Facebook Page). This does not apply to students who have graduated from, or terminated their relationship with the Athletic Training Program and Pacific University.
13. Faculty and current students may be connected on sites that are exclusively used for professional networking or career building, such as LinkedIn.
14. The representatives of the Athletic Training program may use social media to investigate any student or faculty suspected of improper use of any social media.
15. Improper use of social media may result in disciplinary action as determined by the Program Director for the Athletic Training Program.
16. Use of University internet resources are guided by the Appropriate Use Policy for Information Technology: <https://account.pacificu.edu/policy/>

Social Media Best Practices/Recommendations

1. Think twice before posting: Privacy is almost impossible to maintain in the area of social media. Consider how a posting will reflect on yourself and/or Pacific University. Search engines can retrieve posts years after they are created and comments can be forwarded or copied. If you wouldn't say something directly to a person, evaluate the appropriateness of posting it online. If you feel angry, emotional or passionate about a subject, it's wise to delay posting until you are calm and clear-headed.
2. Be Accurate: do not post or respond to hearsay, rumors. Have the facts before you post. If you make an error, correct it visibly and quickly.
3. Have the utmost Integrity: Integrity is a core value of Pacific University Athletic Training program and students, faculty and staff are held to this expectation.
4. Be Positive
5. Be Transparent: be honest about your identity.

6. Photography: Photos posted on social media platforms can be easily shared by others. Consider adding a watermark and/or posting images at 72 dpi and ~ 800x600 resolutions to protect your intellectual property. (Images at that size are viewable on the web, but not suitable for printing)
 - a. Photographs that imply disrespect for any individual or group because of race, age, gender, ethnicity, sexual orientation, religion, etc. are inappropriate
 - b. Photographs that may be interpreted as condoning irresponsible use of alcohol, substance abuse or sexual promiscuity are inappropriate
 - c. Commenting on inappropriate photos posted on other individuals pages may reflect poorly on the individual who comments. Avoid involvement with any inappropriate or borderline postings.
7. Use of stringent privacy settings on personal social network accounts: such that would limit retrieval of personal information to those who are unknown to you.
8. If you choose to list an email address on a social networking site, use a personal email address (not your "pacificu.edu" address)