



OFFICE OF MARKETING AND COMMUNICATIONS SOCIAL MEDIA POLICY

I. INTRODUCTION AND POLICY

The emergence of new online collaboration and social networking platforms is changing the way we interact with one another. Eastern Virginia Medical School (EVMS) and many of its academic, clinical, and research departments may participate in various social media platforms to engage the public and communicate worthwhile information from and about the school. In addition, EVMS considers the use of social media by its employees, students, and affiliates to be an important component of the EVMS Quality Enhancement Plan, which enhances education, communication, collaboration, and information sharing through technology. While the EVMS community is encouraged to join a global conversation through social media, it is important for those who choose to do so to understand what is recommended, expected, required, and prohibited while participating. This policy governs the creation and participation in social media, for both professional and personal use as set forth herein, by EVMS students, employees and affiliates at EVMS and when discussing EVMS related topics. For the purposes of this policy, “Social Media” means any platform for online publication and commentary, including without limitation blogs, wiki’s, and social networking sites such as Facebook, Twitter, YouTube, LinkedIn, Blogger, flickr, FourSquare, Ning, and Orkut.

II. EVMS AND EVMS-SPONSORED SOCIAL MEDIA

EVMS and EVMS-sponsored Social Media sites are intended to communicate information to the EVMS community and general public about EVMS, its related departments, and/or sponsored groups. In addition, Social Media sites may be used to provide a forum for the discussion of EVMS related topics as determined by the EVMS Office of Marketing & Communications. The creation of EVMS and EVMS-sponsored Social Media is subject to the following:

A. EVMS SOCIAL MEDIA. The Office of Marketing & Communications is solely responsible for creating, maintaining, and managing the Social Media presence pertaining to EVMS. No other person, group, entity, or department may create accounts or post content claiming to represent EVMS, and any such sites or pages created will be immediately removed or directed to be removed by EVMS. For example, no one else may create an “Eastern Virginia Medical School” Facebook page. EVMS reserves the right to edit or remove from EVMS Social Media sites any content or comments that are inappropriate, irrelevant to the issues being discussed, or detrimental to EVMS in any way.

B. EVMS-SPONSORED SOCIAL MEDIA. Individual EVMS departments and EVMS-approved student or employee groups may establish EVMS-sponsored Social Media, but must first contact the Office of Marketing & Communications for approval and shall comply with the following:

1. Each department/group that is approved for Social Media site creation shall designate a content editor for the department/group. The content editor is responsible for posting or deleting department/group content and ensuring that all content posted by the department/group or its end users is:
 - a. professional and appropriate for the department/group;
 - b. current and accurate;
 - c. posted in compliance with any applicable EVMS policies, and any applicable laws or regulations such as HIPAA (Health Insurance Portability and Accountability Act) and FERPA (Federal Education Records Protection Act) and free of any proprietary, financial, intellectual property, patient care, or similar privileged or private information;
 - d. uses EVMS' logo or other EVMS intellectual property in accordance with standards created by EVMS; and
 - e. posted with the express, written consent of the owner, or party with the right to distribute or publish, any recordings, photos, images, videos, texts, slideshow presentations, artwork and advertisements whether those rights were purchased or obtained without compensation.
2. EVMS faculty, staff, and/or students are required to notify a supervisor/administrator and the EVMS Office of Marketing & Communications if a member of the news media contacts them about content published in an EVMS-sponsored Social Media platform and shall not respond unless and as directed to by the Office of Marketing & Communications.
3. Sites or pages created without prior approval the Office of Marketing & Communications may be removed or directed to be removed by EVMS.
4. EVMS reserves the right to edit or remove from EVMS-sponsored Social Media sites any content or comments that are inappropriate, irrelevant to the issues being discussed, or detrimental to EVMS in any way.

III. PERSONAL PARTICIPATION IN SOCIAL MEDIA

EVMS respects the right of employees and students to express themselves through creating and

participating in personal social-networking accounts, online forums, message boards and chat rooms. However, EVMS has a business interest in protecting its logo, company name, and other intellectual property and in making sure that its employees and students do not violate criminal or civil law, privacy rights, or EVMS policy. Personal participation in Social Media is subject to this policy when an individual: 1) indicates that he or she is an EVMS student, part of a student group, or an employee either through a biographical description or comments on a personal page; 2) uses his or her EVMS email address; 3) responds to EVMS-related topics on an EVMS and/or EVMS-sponsored site. To protect EVMS' interests, employees and students must adhere to the following rules:

A. Employees may not post on a personal blog or social network site during work time or at any time with Company equipment or property.

B. If an employee or student identifies himself or herself as an EVMS employee or student in any Social Media, the communication must include a disclaimer that the views expressed do not necessarily reflect the views of EVMS and/or its management. In order to do so, the following disclaimer should be added: "The views and opinions expressed here are not necessarily those of Eastern Virginia Medical School, and they may not be used for advertising or product endorsement purposes." For example, if you include that you are employed by Eastern Virginia Medical School on your Facebook profile, you must add the above disclaimer.

C. All rules regarding confidentiality apply in full to Social Media sites. Any information that cannot be disclosed through a conversation, a note, or an e-mail also cannot be disclosed in a blog or social-networking site. The transmission of any proprietary information, without the permission of EVMS, is prohibited.

D. Any conduct which is impermissible under the law if expressed in any other form or forum is impermissible if expressed through Social Media. Individuals may not post or transmit threatening, discriminatory, obscene, defamatory, libelous, or malicious material regarding EVMS, its employees, students, competitors, or vendors on Social Media.

E. Employees and students are prohibited from misappropriating or using without permission EVMS' logo and other EVMS intellectual property on any social media site or other online forums. This includes using "EVMS" or "Eastern Virginia Medical School" as part of a site name, or URL, or the use of the EVMS logo or any of its marks even if for an event sanctioned by EVMS. Questions regarding the use of any part of the EVMS name should be directed to the Office of Marketing & Communications. Employees and students should be aware that EVMS monitors usage of its name on the Internet.

IV. PROHIBITED ACTIONS

Whether acting in a professional or personal capacity and, regardless of any disclaimer language used, postings that contain any of the following will not be tolerated and will result in immediate disciplinary action, up to and including termination or referral to the EVMS Honor Council, as applicable:

- A. Accepting payment or any other remuneration in exchange for using one's role at EVMS to advertise or endorse another entity or product via a Social Media platform;
- B. Disclosing proprietary and/or confidential EVMS information including, but not limited to information about software, current or future projects, financial information, research, student records, or trade secrets;
- C. Disclosing patient health information;
- D. Discriminatory statements or sexual innuendos regarding EVMS students, faculty, staff, patients, or vendors;
- E. Threats of violence against EVMS, its students, faculty, staff, patients, or vendors; or
- F. Defamatory statements or malicious gossip regarding EVMS, its students, faculty, staff, patients, or vendors even if such individuals are considered "friends" for the purposes of Social Media.

V. TIPS FOR A SUCCESSFUL SOCIAL MEDIA EXPERIENCE

The ability to share thoughts and information with a worldwide audience through Social Media is empowering, but it also includes the responsibility to act with integrity. Keep in mind that once something is published, it exists in cyberspace forever. In order to ensure the best possible Social Media experience, one should always adhere to the same ethical and professional standards that you would use for "in-person" social interaction. As such, the Office of Marketing & Communications recommends that all users of Social Media, whether for professional or personal purposes, review and use the Social Media Quick Tips located at <http://www.evms.edu/SocialMediaTips>.