

SOCIAL MEDIA GUIDELINES FOR SSOM STUDENTS

Social media sites, platforms, tools, activities and networks (collectively, "Social Media") facilitate widespread, even global, Internet communication and interaction among users. Stritch School of Medicine ("SSOM") students at Loyola University of Chicago ("LUC") may use Social Media to, among other things, build networks of like-minded people, stay connected and share knowledge and information. SSOM encourages proper use of Social Media and keeping ethical and professional responsibilities at the forefront in connection with Social Media use. To that end, and because a student's actions reflect upon SSOM and each SSOM student, it is necessary for SSOM students to follow the guidelines and practices set forth below.

- **Always use good judgment, accuracy and honesty in your Social Media communications.** Make sure that you have all the facts before you post. It's better to verify information with a source first than have to post a correction or retraction later. Double-check all Social Media use for accuracy, spelling and grammar. Errors, omissions or inappropriate language or behavior reflect poorly on you, LUC and SSOM and may constitute breaches of SSOM's Academic Policy Manual and other SSOM or LUC policies. Be honest about yourself and your identity, but do not provide personal information that others could use against you or allow identity thieves or criminals to take advantage of you.
- **Be respectful of others and the information you are providing.** Your comments and online behavior can be interpreted as being representative of LUC, SSOM or your classmates in general. Uphold the mission and values of LUC and SSOM in your Social Media use. Among other things, do not use vulgar language or display language or photographs that imply disrespect for any individual or group because of age, race, gender, ethnicity, sexual orientation, disability or any other status protected by law.
- **Do not reveal anyone's private information.** This includes tagging photos with an individual's name without his/her approval. *Students are absolutely prohibited from using Social Media to convey a patient's photo or any patient information or conveying private or academic information of another student.*
- **Always think before you "write."** Consider the use, value and impact of any Social Media activity. Incomplete thoughts can be taken out of context. Direct others to a blog or site where there is more detail and information, where appropriate.
- **Encourage feedback**, including two-way communication and hyperlinking, as a way to allow others to contribute content and build community.
- **Separate your opinions from facts.** Your observations, experiences and opinions are important, but separate opinions from facts, including by, where appropriate, citing and linking sources.
- **Do not present yourself as an SSOM or LUC representative when presenting your own views.** If you want to express your views, make it clear that such views are yours alone and are not representative of SSOM or LUC and that you are not communicating on anyone's behalf.
- **Follow all applicable local and federal laws, including copyright laws.** Laws relating to confidentiality, libel/slander, privacy and disclosure can be implicated by Social Media and must be adhered to. Social Media must not be used to promote activities that are illegal or violate the rights of others. You also must show proper respect for the laws governing copyright and fair use of copyrighted material owned by others. For additional information on copyright law, refer to the United States Copyright Office web site at <http://www.copyright.gov/> or http://library.luhs.org/hslibrary/resources_for/copyright.htm.
- **Follow all applicable SSOM and LUC policies.** When using Social Media, SSOM students must comply with all applicable LUC policies and standards, including, among others, SSOM's Academic Policy Manual and LUC's Acceptable Use Policy for Electronic University Resources, Online Harassment Policy, Sexual Harassment Policy and Proper Use of Tech Resources.
- **Comply with the terms of service and use of any Social Media.** Social Media providers change these terms regularly, and it is important to remain current with such terms.

In addition to the guidelines and practices set forth above, an SSOM student's responsibilities as a healthcare professional-in-training must follow standards that may be stricter than the standards for the general Social Media user community. Specifically and to the extent applicable, SSOM expects students to be familiar with, commit to and follow the Social Media use policy developed by the American Medical Association, the current version of which is attached as **Exhibit A** to this Social Media Policy.

Effective July 1, 2013

Exhibit A

American Medical Association—Professionalism in the Use of Social Media

Opinion 9.124 - Professionalism in the Use of Social Media

The Internet has created the ability for medical students and physicians to communicate and share information quickly and to reach millions of people easily. Participating in social networking and other similar Internet opportunities can support physicians' personal expression, enable individual physicians to have a professional presence online, foster collegiality and camaraderie within the profession, provide opportunity to widely disseminate public health messages and other health communication. Social networks, blogs, and other forms of communication online also create new challenges to the patient-physician relationship. Physicians should weigh a number of considerations when maintaining a presence online:

(a) Physicians should be cognizant of standards of patient privacy and confidentiality that must be maintained in all environments, including online, and must refrain from posting identifiable patient information online.

(b) When using the Internet for social networking, physicians should use privacy settings to safeguard personal information and content to the extent possible, but should realize that privacy settings are not absolute and that once on the Internet, content is likely there permanently. Thus, physicians should routinely monitor their own Internet presence to ensure that the personal and professional information on their own sites and, to the extent possible, content posted about them by others, is accurate and appropriate.

(c) If they interact with patients on the Internet, physicians must maintain appropriate boundaries of the patient-physician relationship in accordance with professional ethical guidelines just, as they would in any other context.

(d) To maintain appropriate professional boundaries physicians should consider separating personal and professional content online.

(e) When physicians see content posted by colleagues that appears unprofessional they have a responsibility to bring that content to the attention of the individual, so that he or she can remove it and/or take other appropriate actions. If the behavior significantly violates professional norms and the individual does not take appropriate action to resolve the situation, the physician should report the matter to appropriate authorities.

(f) Physicians must recognize that actions online and content posted may negatively affect their reputations among patients and colleagues, may have consequences for their medical careers (particularly for physicians-in-training and medical students), and can undermine public trust in the medical profession.