

# AUBURN UNIVERSITY HARRISON SCHOOL OF PHARMACY

## SOCIAL MEDIA POLICY

*Revised April 13, 2015*

### **Social Media Guidelines**

The Harrison School of Pharmacy supports the official use of social media to reach diverse audiences important to the School, such as current students, prospective students, parents of students, academic colleagues, employees, alumni, practicing pharmacists, health care providers, visitors, the Auburn community, and members of the general public.

The guidelines outlined in this document pertain to all forms of social media, including but not limited to: Facebook, Google+, LinkedIn, YouTube, Twitter, Flickr, Instagram, SnapChat, and Pinterest. Harrison School of Pharmacy-affiliated closed-group or invitation-only social media, such as Facebook groups for varying classes, academic units, and student organizations, and Google+, are still bound to these policies. These guidelines are not intended to limit participation in social media, but to offer a framework to better unify the School's branding efforts, protect the rights and privacy of individuals, and ensure the School of Pharmacy protects its image and values.

### **Administrators**

All social media sites affiliated with the Harrison School of Pharmacy – including closed-group sites - must have a School-affiliated site administrator; non-HSOP individuals cannot serve as site administrators.

In addition to the primary administrator, at least one faculty or staff member shall be designated to monitor the social media site, identify potential and existing problems that may emerge, and take action as necessary. A designated social media liaison from the HSOP Student Council will also serve as a site administrator, in order to monitor the site and report any problems.

Each site affiliated with the Harrison School of Pharmacy will have at least two (2) total site administrators, as follows:

1. Primary Administrator (ex. President of APhA-ASP chapter, class justices, Director of Recruiting, etc.)
2. Faculty or staff member employed by the Harrison School of Pharmacy (ex. APhA-ASP faculty advisor) Responsibilities for site administration and monitoring will be divided amongst appropriate staff, faculty, and students to ensure no one individual is over-tasked; the expectation is that each designated administrator will monitor their designated site(s) at least once daily. Continual updates and ongoing dialogue with constituent groups via social media ensures HSOP social media sites remain dynamic and relevant. Site administrators should work together to determine how to divide the responsibilities for updates and oversight to make efficient use of their time as not to defer from their primary job or class responsibilities.

New site administrators may be added or existing ones replaced (for example, following a student's graduation or end-of-term of office) following approval from the Manager of Communications and Marketing, who will keep a master list of social media accounts.

### **Approval Process**

Approval to create any social media site as an extension of the Harrison School of Pharmacy is required. This applies to both public and closed student groups on Facebook, Google+, etc. The Manager of

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Communications and Marketing will grant approval; all social media sites using the Harrison School of Pharmacy name or likeness are bound by the policies set forth in this document, including those already in existence.

## **Inventory of Social Media Presence**

Currently, the Harrison School of Pharmacy's name is associated with the following social media sites:

*Facebook*

**Official** Harrison School of Pharmacy: <http://www.facebook.com/AuburnHSOP>

Auburn Pharmacist Alumni Association: [www.facebook.com/hsop.apaa](http://www.facebook.com/hsop.apaa)

*Additional affiliated sites are listed in a separate document.*

## **Distinction between Official and Affiliated HSOP Social Media**

'Official' HSOP social media sites serve the primary function of sharing positive news and events of interest to our target audiences (see p. 1).

Sites which are affiliated with the Harrison School of Pharmacy have varying functions, including sharing instrumental information and forging a community among a student organization or class. What may be appropriate for the affiliated sites may not be appropriate for the 'Official' sites. Affiliated sites still bear the Harrison School of Pharmacy name/likeness and are bound by the policies set forth in this document.

## **Guidelines for Posting**

Items that are posted on all social media sites bearing the Harrison School of Pharmacy name or affiliation should be in good taste and should represent the Harrison School of Pharmacy and Auburn University in the best possible light and should be free of obscenity. This pertains to public and closed/private social media sites.

The following issues should be considered prior to posting content to any social media site:

1. **General Content Issues:** Remember that content posted may be redistributed through the Internet and other media channels and may be viewed by the general public. If deleted or modified, older versions may continue to exist online. Screen captures could also be widely circulated.

All content must reflect the professional nature and values of the Harrison School of Pharmacy. Content should not be posted unless it furthers the School's education, teaching, research, and outreach mission. Share only information that is appropriate for the public (*all ages*).

Students are bound to the HSOP Honor Code and all content on authorized HSOP-affiliated social media sites must reflect the tenants and basic principles inherent in the code. Any content that is disrespectful to the School or to its students, faculty, staff members, patients with which students work, or alumni is in violation of the Honor Code. HSOP faculty and staff are likewise bound by a similar code of conduct; unit heads will be responsible for any issues that may arise with respect to questionable content posted by a faculty and/or staff member in their department. In posting content to social media, site administrators should consider a) who the intended stakeholder group is; b) whether the message is appropriate to that audience group; and c) whether the item reflects the values of the School of Pharmacy.

### **A. Allowable Content:**

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1. **Events:** Events of interest to HSOP community, including students, faculty, and alumni, such as awards ceremonies, fundraising activities, and open meetings. Events of interest to broader community, such as health fairs, 5Ks, etc., are permissible.
2. **News:** Items including but not limited to: announcement of awards, scholarships, and leadership positions; presentations at regional or national meetings; grants awarded to faculty or students; publications authored by HSOP faculty, students, staff, and/or alumni; human interest pieces, etc. Items which are personal in nature – such as ticket sales, rental property/roommate match, etc. – are not permitted on the ‘official’ HSOP Facebook sites (specifically [www.facebook.com/AuburnHSOP](http://www.facebook.com/AuburnHSOP)); they are permissible on closed/open group pages (for example, Class of 2016, 2017, and 2018 pages for Facebook). Site administrators should monitor these posts to ensure they are in good taste and appropriate for the intended audience, depending on the medium.
3. **Sharing/Promotion among HSOP Sites/Social Media:** Reference back to other HSOP-affiliated sites or HSOP website is permitted. Individuals and site administrators should help drive traffic to other HSOP-affiliated sites, including the Website, and show a connection among various social media. For example, a post that encourages individuals to visit the Auburn Pharmacist Alumni Association or renew their membership is acceptable as long as these types of posts are used sparingly.
4. **Closed Group Content:** On social media sites that are closed or invitation-only (ex. A Facebook group for P2s, or Google+ site), administrators and members can post content related to coursework, upcoming exams, events, etc. Some examples include: study group sessions and student organization meetings; unallowable content would include items such as exam questions or homework answers. This information is instrumental information only and is intended to further communication and foster community among students; all students participating in these sites are bound to the Honor Code.

### ***B. Unallowable Content:***

1. Site administrators should not post items on an official HSOP social media site which represents one’s personal opinion on a subject related to pharmacy practice, health care, or related topic, or reflecting one’s personal political and/or religious views. Personal opinions are best expressed in alternate forums. Content which is inflammatory in nature should be avoided. Site administrators should monitor content posted by others which has the potential to stir controversy and take action accordingly. Some social media limit or block the ability of others to post comments; this mechanism should be utilized as necessary.

Affiliated HSOP social media sites should proceed with caution with regards to material that could be contentious, inflammatory or discriminatory; administrators should apply sound judgment when monitoring this content. Affiliated sites should post somewhere in their description (“About” on Facebook, for example) the following disclaimer:

*The opinions expressed at or through this site are the opinions of the individual author and do not reflect the opinions of the Harrison School of Pharmacy.*

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The intent is not to limit discussion on an item of interest to social media users/members – for example, if students or alumni wish to post an item related to healthcare - but to mitigate liability from the School that reflect one’s personal opinions.

2. Do not include any personally identifiable information that can be used to locate someone offline. This includes anyone’s screen name, personal photo, hobbies, identification numbers, such as social security numbers or student IDs, addresses and phone numbers (other than an authorized business address or business phone number).
3. Do not upload, post, transmit, share, store, or otherwise make publicly available on the Site any private information of any third party, including, addresses, phone numbers, email addresses, Social Security numbers, and credit card numbers.
4. Content that is not clearly suitable for all ages is not permissible.
5. Do not post content that could create a security risk for the University or the School. Examples include but are not limited to images of restricted access research areas and information technology facilities.
6. Do not post content that shows (or may be perceived to show) someone getting hurt, attacked or humiliated, that might be considered racist, bigoted or demeaning to a particular group of individuals, that depicts activity that is (or may be perceived to be) illegal, for example drug use, or that could otherwise put the University or HSOP in a bad light.
7. Keep in mind that social media accounts are not just representative of yourself, but the rest of the school, Auburn University, and your organization as a whole. For this reason, please refrain from making posts that could be interpreted as a commercial endorsement of a particular person, business, or company. If you are unsure, please check with the Manager of Communications and Marketing.

### 2. **Photographs:**

- a. Harrison School of Pharmacy-affiliated events and activities may be photographed or captured on video and used accordingly in HSOP publications and social media sites. Faculty, staff, alumni and student participation in such events represents acknowledgement that one’s image may be used in promotional materials and/or social media sites.
- b. Do not post content that might be embarrassing to an individual or that could be construed as placing an individual in a bad or false light.
- c. Do not post content that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used for commercial purposes without permission.
- d. Special care must always be taken when dealing with images of “special populations,” e.g., minors, health care patients, research subjects. Stringent legal requirements apply. If you choose, however, to take and use photos of a patient, you must first have them sign the publicity release form, located on the website or directly from Communications and Marketing. The form should be filed with the Manager of Communications and Marketing upon your return to campus. Photos taken without this form are not authorized to be used on any HSOP social media platform.

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### 3. **Logos and Style Guides:**

All social media sites must conform to logo usage and style guides, available at <http://ocm.auburn.edu/styleguide>. Only official HSOP logos can be used; see the Manager of Communications and Marketing for images and/or questions regarding the use of logos and style guides.

### 4. **Trademark Information:**

Note that use of Auburn University marks, such as logos and graphics, must comply with the policies set forth by the Office of Trademark Management and Licensing. Information is available at <http://www.auburn.edu/administration/trademark/>. Questions regarding the use of University marks should be directed to the University's Office of Trademark Management and Licensing at (334) 844-5180.

Regarding the use of copyrighted or proprietary materials, e.g., music, art, copyrighted photographs or texts, snippets of copyrighted video, or information considered to be a trade secret:

- The University would have to secure written permission prior to using/incorporating any copyrighted or proprietary materials. Questions regarding the appropriateness of a posting should be addressed to HSOP's Manager of Communications and Marketing. The safest course is to use only materials created by the University for such purposes. Contact OCM or OTML for assistance.

### **Facebook-specific Policies**

The Harrison School of Pharmacy operates its 'official' Facebook page at:

<http://www.facebook.com/AuburnHSOP>. This page will serve as the formal and official communication for the School at-large and will be the primary vehicle to communicate news and events and promote public relations within the School's internal and external community. This page will be maintained daily by the Manager of Communications and Marketing. Permissible and unallowable content described above pertains to this page and all subsequent groups which bear the HSOP name. E-mail remains the primary communication tool within the Harrison School of Pharmacy; Facebook will not supersede those communications, but will supplement those communications with an emphasis on publicity, communication with various stakeholder groups, and promoting positive PR to an external audience. Content guidelines also apply in these cases; however, the content of the Admissions page will revolve primary around providing information of interest to potential students, whereas the Alumni Association page will include information pertinent to the HSOP alumni population. These pages are moderated by at least two HSOP staff and/or faculty members. These pages should "like" and refer its visitors to the primary HSOP Facebook page for more information on the School.

### **Facebook Groups:**

Pages created by a student organization or class must be created as "Facebook Group" rather than "Facebook Page" or personal profiles. A Facebook Page is a profile used by an entity (i.e. a non-individual) for business purposes. Such pages may only be created by authorized representatives of the School. Groups can be arranged by class year, such as P1, P2, P3, P4, but should not be separated by Auburn or Mobile locations; if messages apply to one campus over another, posts should indicate 'Mobile

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Only' or 'Auburn Only', similar to how e-mail communications are sorted. The purpose of creating unified social media is to enhance communication and foster community spirit within HSOP. In order to comply with Facebook terms and conditions, and enable the School to track authorized pages, any unit wishing to create a group must provide the Manager of Communications and Marketing with the name and contact information for the individual(s) who will be authorized by the School to create, operate, monitor, and edit the Facebook group on an ongoing basis (i.e. the "Page Administrator"). That individual must comply with the policies set forth in this document. In addition, an employee of the Harrison School of Pharmacy (faculty or staff member) and a representatives from the HSOP Student Council will also be named as Page Administrators, in order to monitor content and to respond more quickly in the event of a problem, such as the unavailability or departure of the staff member who has administrative control of the page.

The department's authorized Page Administrator(s) must maintain the security of the Facebook password and identification. These individuals are fully responsible for all use of the account and any actions that take place using the account. Any changes in the designated Page Administrator(s) must be promptly communicated to the HSOP Dean's Office. Departments may not register for more than one User account, or register for a User account on behalf of another individual, group or entity.

### ***Collecting User Information***

University departments should not use Facebook to collect personal information of users, as Facebook terms and conditions, as well as state and federal law, impose significant requirements and restrictions on the collection of personal information of users. In the case of minors, significant additional penalties can apply to violations.

### **Additional Comments and Policies for all Social Media**

#### **Statement on Social Media Etiquette**

*Statement prepared by the OIT Advisory Committee, Reissued 8/2/12*

HSOP acknowledges and supports the use of social media as a means to interact with others through the Web and other media. HSOP personnel (students, staff, and faculty) are encouraged to be diligent in establishing and maintaining their social media persona, including but not limited to: picture creation and sharing, video creation and sharing, "friending", status updates in social networks, tagging of you and others in pictures and other media, blogs posts/comments, location updates, etc. HSOP personnel should be aware of some of the consequences that have occurred elsewhere:

1. 45% of employers use social media sites to screen potential employees.
2. Stalking has occurred using information posted in a social networking site.
3. Investigations have been conducted of potentially racially insensitive behavior following picture postings on a social networking site.
4. A college student was expelled for comments about a police officer made on a social networking site.
5. Four college students were placed on disciplinary probation for negative comments made about a professor on a social networking site.

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6. A graduate was denied a teaching degree because of questionable behavior discovered on a social networking site.
7. A dental student was placed on probation, required to perform 100 hours of community service, and required to publicly apologize to his class for inappropriate blog posts about fellow students and professors.”

### **Best Practices for a Successful Social Media Presence**

*Modified from Vanderbilt University Social Media Handbook, available at:*  
<http://web.vanderbilt.edu/i/VUSocialMediaHandbook.pdf>

#### **Be respectful.**

Anything you post in your role as a HSOP employee/faculty member or student reflects on the institution. Be professional and respectful at all times on your social media site. Do not engage in arguments or extensive debates with naysayers on your site.

#### **Be transparent.**

Make it clear that you are blogging / tweeting / Facebooking, etc. in your role as a staff/faculty member or student pharmacist for AU Harrison School of Pharmacy.

#### **Listen.**

Being a consumer of social media is essential to your ability to be a successful producer of social media content. “Listen” to online conversations on your preferred tools – be they blogs, Twitter, Facebook or anything else – to maintain a clear and current understanding of what is relevant and of interest to the community.

#### **Be active.**

Social media presences require diligent care and feeding. These sites should be check in on at least a few minutes each day, and fresh content should be posted several times a week. Your site is only as interesting as your last post – if that post is several months old, visitors will consider it mothballed.

#### **Be timely.**

One of the great benefits of social media is the ability to share information almost instantly with a global audience. This timeliness is also one of the expectations of that audience. Be prepared to move quickly in response to new developments, announcements, or emergencies with relevant information on your site. A short amount of accurate information delivered at the time of need can sometimes be more valuable than a full report delivered well after the issue has passed.

#### **Remember, everything you do online can and will live forever.**

Think before you post, remembering that anything you share within social media, even within a closed network, is not private. It can and will be shared, stored and spread globally. Don’t post anything online you wouldn’t feel comfortable seeing on the front page of the newspaper, or on the CNN Web site.

#### **Additional Policies**

Social media content and usage is also bound by the policies outlined in the Harrison School of Pharmacy Policies and Procedures Manual, as well as beholden to the policies and procedures of Auburn University. For additional guidance on HSOP policies, standards for professional conduct, and privacy information, including the Family Educational Rights and Privacy Act (FERPA) and Health Insurance Portability and

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Accountability Act (HIPAA), consult the HSOP Policies and Procedures Manual at:  
<http://www.auburn.edu/academic/pharmacy/about/policies.html>.

**Questions and Reporting Problems:**

Problems, concerns or violations regarding the use of any social media sites which bear the Harrison School of Pharmacy name should be reported immediately to the Dean's Office.