Purdue University College of Pharmacy – Social Media and Technology Guidance

Social Media and Technology Guidance
This guidance document is an extension of the University-Sponsored Social Media Outlets Policy which can be found at http://www.purdue.edu/policies/information-technology/viic2.html.

PURPOSE:
The College of Pharmacy recognizes that online blogs, social networking websites, and applications including, but not limited to, Facebook, Twitter, YouTube (hereafter collectively referred to as social media) are widely used as methods of communication. The College of Pharmacy supports the use of social media as tools to engage current students, prospective students, alumni, faculty, and staff. This guidance applies to faculty, staff, and students of the College of Pharmacy who may engage in internet conversations for college-related purposes or activities.

USER RESPONSIBILITY:
The easy accessibility of social media sites allows undesignated users to gain access to sites despite privatization measures. It is encouraged to be mindful of posts that deal with confidential information, suggest participation in academic dishonesty, contain explicit sexual references, utilize profanity, contain references to illegal drugs or abuse of alcohol, or can be interpreted to be disparaging of faculty or students. Similarly, social media users should be cognizant of comments related to patients or protected personal information.

POSTS ABOUT THE UNIVERISTY:
Users should not claim nor imply they are speaking on Purdue College of Pharmacy’s behalf unless authorized to do so.

Best Practices

- Do not post confidential or proprietary information about the university, faculty, staff, students, clinical facilities, patients/clients, or others with whom one has contact with as a representative of Purdue College of Pharmacy.
- Do not share the personal health information of other individuals. Distribution of sensitive and confidential information is protected under HIPAA and FERPA through any communications channels, including social media. Solely removing an individual’s name does not constitute proper de-identification of protected information. Readers may still be able to identify specific individuals based on age, gender, race, diagnosis, date of evaluation, type of treatment, or photographs.
- Do not ignore copyright and intellectual property rights of others and of the university. For guidance, visit the University’s Libraries site or seek consultation through the Copyright Office.
- Adhere to all applicable university privacy and confidentiality policies.
CONSEQUENCES:

- Violations of patient/client privacy will be subject to HIPAA procedures/guidelines and consequences.
- Faculty, staff, or students who share protected information do so at the risk of disciplinary action.
- Each user is legally responsible for individual postings and may be subject to liability if individual postings are found defamatory, harassing, or in violation of any other applicable law. Users may also be liable if individual postings include confidential or copyrighted information (music, videos, text, etc.).

If you identify yourself as a faculty, staff, or student of the College, ensure your profile and related content is consistent with how you wish to present yourself to colleagues, clients, and potential employers. Ultimately, you have sole responsibility for what you post. Be smart about protecting yourself, your and others privacy, and confidential information.

Approved by Faculty, November 3, 2017

REFERENCES:

1. School of Nursing, Purdue University, Social Media Policy. 
   https://www.purdue.edu/hhs/nur/students/undergraduate/documents/forms/Social-Media-Policy.pdf
2. 2016 Student Handbook College of Pharmacy, Purdue University. Social media advice from Senior Associate Dean Mason. 