

Social Media Guidelines

Social media is often a popular way to communicate with friends, family, classmates, colleagues and others. Following are tips, best practices and helpful reminders about the use of social media by students and others at the Arthur A. Dugoni School of Dentistry. We encourage you to represent yourself in the best possible way as a member of the healthcare community.

- **Be respectful and professional.** Don't post personal attacks or offensive language.
- Nothing is truly "private". **Anything you post on social media, even on a private page, can still potentially be captured and shared**, even in a private group or direct personal message.
- **Assume anything you post is permanent.** Consider how it will reflect on your personal image as a trusted health professional and your reputation as a member of the school community.
- **Protect patient privacy and confidentiality.** Comply with the Health Insurance Portability and Accountability Act (HIPAA) guidelines. Do not discuss details of patient cases or post patient photos or patient health information on social media. Be familiar with and always follow clinic policies and procedures to prevent the violation of any clinic policy through the use of social media.
- **Maintain appropriate boundaries with patients.** The same medical professional/patient guidelines that apply in any other context apply online as well.
- When there are misunderstandings, it's a good idea to **take the discussion offline to clarify**.
- **Respect copyrights and intellectual property.** Don't share other people's work and represent it as your own.
- Recognized student organizations are important ambassadors of the school and are expected to **represent the Dugoni School responsibly in all of their activities and communications**, including social media.
- **Don't post material presented during a course.** Also, be careful to not disclose FERPA-protected **student education records** on social media, including grades, report cards, transcripts, disciplinary records, or other sensitive performance-related records of anyone other than yourself.
- We are an evidence-based professional institution. When sharing posts by others, **take the time to make sure what you're sharing is accurate**. This is especially important if you're sharing health-related posts.
- If you maintain a school-related social media account such as a class Facebook page or student organization account, **provide oversight to make sure posts are in compliance with these guidelines**.
- Remember that people you list as friends or followers are a reflection on you.
- Groups that are not officially connected to the school **may not use the school logo** on social media sites. If you have questions about the use of the logo, email pr@pacific.edu.

Other Links and Resources:

University of the Pacific's Social Media Guidelines: <http://www.pacific.edu/About-Pacific/AdministrationOffices/Office-of-Communications/Social-Media-at-Pacific/Social-Media-Guidelines.html>

Dugoni School's Code of Ethics (use of electronic media on page 7): http://sfdental.pacific.edu/docs/Code_of_Ethics.pdf

University of the Pacific Social Media Directory (for student organizations, department or school accounts): <http://www.pacific.edu/About-Pacific/AdministrationOffices/Office-of-Communications/Social-Media-at-Pacific/Social-Media-Directory.html>

"Social Media Can Impact Employment for New Dentists," CDA (July 13, 2013)
<http://www.cda.org/news-events/social-media-can-impact-employment-for-new-dentists>