



Social Media Guidelines

1. Contact the communications office.

- *Notify FSU College of Medicine Communications Office*

Contact the FSU College of Medicine communications office at pr@med.fsu.edu before you create a social media account to promote anything related to FSU College of Medicine, including your group or your department.

- *Always Follow FSU College of Medicine Graphic Standards*

The FSU College of Medicine has a specific social media brand. Contact the communications office at pr@med.fsu.edu before placing any College of Medicine logos or FSU seals on a social media page.

2. Maintain professionalism.

- *Keep Personal Online Presence Separate from Professional*

In order to maintain boundaries, it is important to keep your personal online presence separate from professional activities. Consider creating different accounts on social media sites to help with this. Remember: Your personal social media account contains your opinion; a professional, college-affiliated social media account contains facts.

3. Prepare content.

- *Be Accurate*

Are you sure your information is accurate and appropriate? If not, just don't post it. Don't answer questions on behalf of another department, or questions you aren't confident answering. Those questions should be directed to the communications office at pr@med.fsu.edu. Finally, don't guess.

- *Remember Your Audience*

Determine your interaction's level of formality and choose your language accordingly; for instance, write in first-person only if it's casual.

- *Provide Context*

Make sure your audience understands the purpose of your site. Make it clear, for example, that you intend to generate excitement about FSU College of Medicine events, or to provide services and resources to certain student groups. Often, there is a designated field for this, such as the 'About' section on Facebook.

- *Be Thoughtful and Respectful*

Be thoughtful and respectful of how other FSU College of Medicine groups may be affected by your actions. All FSU College of Medicine accounts can be viewed (correctly or incorrectly) as representative of the university as a whole, regardless of your intentions.

4. Remember the law.

- *Respect Copyright and Fair Use Laws*

Always give credit where credit is due. Also, adhere to the guidelines when posting lectures, materials, or other intellectual property; these do fall under intellectual copyright.

- *Protect Confidential and Proprietary Information*

Though our university is a public institution with laws governing the availability of our information, not all content and topics are appropriate for social media. The university is required to comply with the federal Family Education Right and Privacy Act (FERPA) when it comes to certain student information; it may also apply to some faculty and staff information. Make sure you understand the Health Insurance Portability and Accountability Act (HIPAA) as well. HIPAA is a federal law that says that a patient has control of his or her own protected health information. No one else can release that information without consent of the patient.

- *Do Not Practice Medicine Online*

While it is possible to conduct a hospital-patient relationship online, best practice would be to initiate the relationship in real life and obtain appropriate authorization from the patient to continue the dialog online. Some patients are more open than others, and are willing to post details about themselves that others consider private. If someone posts these details in a public forum, that posting constitutes consent to the disclosure itself. Your response, however, should *never disclose protected health information*.

5. Use best practices.

- *Be the First to Respond to Your Mistakes*

Be up-front about your mistakes and correct them quickly. Also, if a fellow FSU College of Medicine account makes a mistake, let them know offline and help them make corrections.

- *Use Your Best Judgment*

Remember that social media can be public, and anything published to social media sites can have consequences. If you are on the fence about publishing any content, then don't. When in doubt, ask your supervisor or a co-worker for input -- ask more than one person. Also, seek advice from your university peers who use social media.

Questions?

Contact the FSU College of Medicine communications office at pr@med.fsu.edu.