

POLICY G32 Social Media Use

Policy Name: Social Media Use Policy Category & Number: G32 Person Responsible: Program Coordinator Approved by: Dean Effective Date: May 20, 2022 Version: 1.0 Policy Status: Approved

- I. Policy:
It is the policy of Bon Secours St. Mary's Hospital School of Medical Imaging (SOMI) that all students enrolled in the Radiologic Technology program follow approved procedures for the creation of web presence and use of social media.

- II. Purpose:
The purpose of this policy is to provide all students of SOMI with expectations and requirements for participation in any Social Media.

- III. Scope:
This policy applies to the entire SOMI community: faculty, staff, students, and visitors.

- IV. Policy Details:
The health care industry, like many other industries, embraces the use of Social Media to facilitate and enhance communication, education, collaboration, research, and remote work, etc. However, the use of Social Media carries with it significant risks, including, but not limited to privacy risks. These risks are lessened through establishing and complying with certain safeguards, policies, and guidelines, providing education and training with certain corrective action when necessary. The intent of this policy is not to restrict the flow of useful and appropriate information or to interfere with students' legally protected rights, but to minimize risk to SOMI, students, and those we serve.
SOMI recognizes the value of online Social Media, when used properly, as resources to positively promote the organization's mission and values, strategic goals, marketing, referral, and recruitment activities, as well as a

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forum for exchange of information by students who share with their communities how the School of Medical Imaging is living the promise of providing Good Help every day. For example, a well-written post from a member of the community or student about a SOMI related community event, new program or service, or the extraordinary care that students have provided to patients, residents, and families, without disclosing protected health information, can have far greater effects than a paid TV commercial.

Expectations

Use of Social Media

Prior to engaging in discussions on Social Media sites, students should consider the following:

- Does the discussion conflict with SOMI's mission, culture, code of conduct (Students Rights and Responsibilities), and/or values?
- Does the discussion reveal confidential information, including any information that could directly (e.g., name, Social Security number, address, etc.) or indirectly (e.g., provider name, date of birth, diagnosis, images, etc.) identify a patient, an employee, a student, or the organization?
- Is the content an appropriate and professional reflection of a SOMI student?

Privacy and Security Compliance

All uses, and disclosures of patient Protected Health Information via Social Media sites are prohibited.

Respecting Copyright Laws

Students may not post content or conduct any activity that fails to conform to all applicable state and federal copyright and trademark laws. It is critical that students ensure that they have documented permission to use or reproduce any copyrighted text, photos, graphics, video, music, or other material owned by others. This applies as well to the use of SOMI trademarks, names, and logos.

In conjunction with the provisions of this policy, students must follow the "Common Sense Guidelines".

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Common Sense Guidelines

- **Don't assume Social Media posts are private:** Even though there are privacy controls on sites such as Facebook and other Social Media sites, students should assume that anything posted on a website is seen by the general public, as well as by SOMI. It is important to keep in mind that:
- **"Friends" can copy your posts and make them available in public:** Your friends may include patients/residents. It is easy for your privacy setting to be set to something other than what you had planned.
- **Don't jeopardize your reputation and/or future employment opportunities:** Students must consider that everything they post online is part of a lifetime record of him or herself. Increasingly, employers search the online history.
- **Keep in mind potential implications from posting:** Recognize that student use of Social Media can result in members of the public forming opinions about SOMI and its services, employees, or students.
- **Comply with applicable law:** Students may not engage in any activity that violates federal, state or local laws.
- **Use this policy as a helpful resource:** Consult the policy, as necessary, prior to posting or engaging in activity that could amount to a violation.

Monitoring and Oversight

Corrective and/or disciplinary action for violations:

The inappropriate use of Social Media by SOMI students is subject to corrective and/or disciplinary action, up to and including dismissal, consistent with SOMI policies and procedures. Refer to policy G24 Student Conduct – Rights and Responsibilities.

Though not intended for a comprehensive list of prohibited activities, SOMI notes the following activities with respect to the use of Social Media that may be inappropriate and therefore prohibited for students:

- Using Social Media in a way (e.g., posting information) that conflicts with or violates SOMI's mission, values, code of conduct, or policies and procedures.
- Posting any copyrighted or trademarked material or property where appropriate permission has not been granted and recorded, including trademarks, names, and logos of Bon Secours Health System, Inc.

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(BSHSI) and/or SOMI.

- Compromising the privacy and security of confidential patient health or property business information about BSHSI, its affiliates, patients, vendors, or suppliers, employees, business or financial information. (Note: inappropriate use or disclosure of patient health information may also be subject to fines, legal proceedings, and/or criminal charges in addition to any corrective and/or disciplinary actions taken by SOMI).
- Engaging in any form of harassment, including derogatory or inflammatory remarks about an individual's race, religion, color, gender, age, marital status, national origin, sexual orientation, veteran status, disability, or any other characteristics protected by law.
- Posting material that is obscene, defamatory, profane, libelous, threatening, harassing, or abusive to another person or entity (including SOMI) that is not otherwise protected by law.

V. Definitions:

None

VI. Attachments:

N/A

VII. Related Policies:

G24 – Student Conduct – Rights and Responsibilities

VIII. Disclaimers:

- a. Nothing in this policy creates a contractual relationship between Bon Secours St. Mary's Hospital School of Medical Imaging (SOMI) and any party. SOMI, in its sole discretions, reserves the right to amend, terminate or discontinue this policy at any time, with or without advance notice.

IX. Version Control:

Version	Date	Description	Prepared by
1.0	5/20/2022	New Template & Revisions	Dean

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