



Social Media Policy

Background and Purpose:

The use of social media has become increasingly prevalent for both professional and personal purposes. Social media includes internet-based technologies which are used as a means of communication and interaction among its users. Examples of social media include, but are not limited to: Twitter, Facebook, MySpace, LinkedIn, and YouTube. The purpose of this policy is to encourage students who participate in social media and networking to maintain appropriate standards of conduct as it relates to the University of Charleston Physician Assistant Program (UCPAP) and professionalism as a physician assistant student.

Policy Statement:

UCPAP students should understand and adhere to the following guidelines and professional considerations when engaging in social media networking:

1. UC PAP Faculty and Staff members are not permitted to extend or accept "friend requests" to/from students.
2. Classroom and clinical site training commitments should be respected. Students should not engage in social networking during in-class and on-site clinical time. This includes instant messaging and texting via social media websites or mobile applications.
3. The integrity of the coursework of the UC PAP and student and classroom privacy should be protected. Students should not share assessment-specific content, including (but not limited to) specific case studies or questions or answers to assignments, exams, or quizzes via social media.

4. Patient privacy must be protected. Students should not share any identifiable patient or clinical information via social media. HIPPA laws apply to all social networking sites.
5. Students should ensure accuracy regarding statements made about the UC PAP. Students should not provide false, intentionally inaccurate, or inflammatory comments.
6. All laws governing copyright and fair use of copyrighted material must be followed.
7. Students should recognize that one's professional reputation can be affected through social networking and therefore be judicious when posting content.

Failure to follow the above stated guidelines may be considered a breach of professional conduct and be subject to disciplinary action.