



NOORDA COLLEGE
of OSTEOPATHIC MEDICINE

Policy Name:	Social Media for Clubs
Approval Authority:	President's Council
Responsible Executive:	VP Advancement
Responsible Office(s):	Institutional Advancement
Effective:	May 2022
Expires:	March 2024
Last Revised:	N/A
Next Review Date:	N/A

Social Media Policy for Noorda-COM Student Clubs and Interest Groups

Policy Statement

As the Noorda College of Osteopathic Medicine (Noorda-COM) moves forward with the implementation of social media networking and communication, there is a need to establish policies and procedures for the appropriate use of student-run clubs and interest groups on social media, as well as to identify best practices and a pathway for oversight.

Entities Affected by the Policy

Administration
Faculty
Staff
Students
Prospective students

Policy Procedures

Noorda-COM encourages participation in social media to facilitate internal and external communication and to strengthen the college's impression and share its mission among target audiences. Social media, when used responsibly, enhances the connection with current and prospective students, parents, donors, faculty, staff, community leaders, and other key audiences.

The following policy serves as a guideline for student-run club social media platforms, to ensure professionalism and to enhance the college's reputation.

SECTION 1: POLICY FOR STUDENT-RUN SOCIAL MEDIA PROFILES

Protect confidential and proprietary information

Do not post confidential or proprietary information about Noorda-COM, its students, employees, or affiliated partners. All employees and students must follow the applicable federal and state laws and regulations, such as FERPA and HIPAA, and all Noorda-COM privacy and confidentiality policies.

Follow proper privacy procedures in posting images

Posting of still pictures, video or audio of an individual or small group, where the person(s) can be readily identified, requires a written agreement or waiver by featured parties. This is especially important with external groups interacting with student clubs and organizations. (Email, text message, or other forms of tangible communication are acceptable.) In contrast, photos, videos or audio of large crowds or which do not show individual faces do not require a signed agreement or waiver.

Respect copyright and fair use

When posting, be mindful of the copyright and intellectual property rights of others and of Noorda-COM.

Do not use Noorda-COM logos for endorsements

The use of the Noorda-COM logo or any other images or iconography on club social media profiles, mastheads, etc. must be approved by the Office of Institutional Advancement prior to its use. However, you may list your affiliation to Noorda-COM in your bio.

Adhere to Noorda-COM inclusivity, diversity, human rights, and professionalism policies:

- [Diversity and Inclusion Policy](#)
- [Non-Discrimination and Anti-Harassment Policy](#)
- [Code of Professional Conduct Policy](#)

SECTION 2: BEST PRACTICES**Think twice before posting**

Privacy does not exist in the realm of social media. Keep in mind the unintended consequences of comments, story replies, direct messages, or other communications being forwarded or copied. Search engines can show posts years after they are created. A good rule of thumb would be: if the comment would not be appropriate to be made at a conference or meeting, placed on a local billboard, or shared with a member of the media, consider whether it should be posted online. If questions arise whether something should be posted or commented on, please contact the Office of Institutional Advancement.

Strive for accuracy

Get the facts straight before posting on social media. Review content for grammatical and spelling errors. This is especially important when posting on behalf of Noorda-COM in any capacity.

Accurately represent oneself, be honest and maintain civility

Be open and honest about one's identity and relationship to Noorda-COM. Write in the first person. Verify facts before posting or commenting on content; do not make unsubstantiated claims. All statements of fact that are not personal, first-hand knowledge must include a reference/cite or source and provide links to sources, whenever possible. Do not initiate conflicts or display hostility. Monitor emotions in order to respond to all comments with respect and dignity. When appropriate, provide accurate information if misinformation or falsehoods are posted.

Remember your audience

Be aware that a presence in the social media world is – or easily can be – made available to the public at large. This includes prospective students, current students, employers, colleagues, the media, and peers. Consider this before publishing to ensure the posting will not potentially alienate, harm, or provoke any groups.

Monitor the sites

It is the responsibility of the Noorda-COM students who manage a social media site to regularly monitor for unacceptable behavior and to remove content that is inappropriate, offensive, or irrelevant. That responsibility will be made clear to the students as well as expectations for timing of their monitoring behavior. If a repeat offender is identified, appropriate steps must be taken to block that person from posting on the club's or interest group's profile.

SECTION 3: INSTITUTIONAL OVERSIGHT OF SOCIAL MEDIA

The Office of Institutional Advancement will oversee the Noorda-COM presence on key social media networking sites. To begin the approval process, student clubs and interest groups must complete a request form and submit it for approval by the Office of Institutional Advancement and Student Affairs. (Student Affairs and the Communications Committee will be involved when group decisions or feedback are needed.)

All policies, procedures and guidelines regarding Noorda-COM trademarks, names, and symbols apply to social media sites. The Office of Institutional Advancement can offer guidance about how to properly use names, logos, etc., and to resolve branding and copyright/trademark issues in these venues.

The Office of Institutional Advancement has direct responsibility for managing awareness, impressions, and attitudes surrounding Noorda-COM. This includes overseeing all social media profiles and other communication channels. Working in consultation with the Office of Student Affairs and the Dean, the Office of Institutional Advancement reserves the right to edit, limit, or remove content from club social channels.

Noorda-COM trusts that students will act appropriately online. If Noorda-COM decides a club's post, Story, Reel, or any other social content piece needs to be changed, club representatives will be contacted and provided an explanation for this decision. Content will be reviewed to ensure that no illegal, obscene, defamatory, threatening, infringing on intellectual property rights, or invasive of privacy or otherwise injurious content is posted. This type of content is unacceptable and will be removed.

Interpreting Authority

Dean's Council
President's Council
Office of Institutional Advancement

Statutory or Regulatory References

FERPA - <https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>

HIPAA - <https://www.hhs.gov/hipaa/index.html>

Relevant Links

[Diversity and Inclusion Policy](#)

[Non-Discrimination and Anti-Harassment Policy](#)

[Code of Professional Conduct Policy](#)

Policy Adoption Review and Approval

Dean's Council

President's Council