



TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO

Operating Policy and Procedure

HSCEP OP: 67.03, **Use of Social Media**

PURPOSE: The purpose of this Texas Tech University Health Sciences Center El Paso Operating Policy and Procedure (HSCEP OP) is to establish policy on the use of social media. The absence or lack of explicit reference to a specific social media site does not limit the extent of the application of this policy.

REVIEW: This HSCEP OP will be reviewed on June 1 of every year by the Social Media Manager or designee, with recommendation for revisions forwarded to the Associate Managing Director for Institutional Advancement by June 15.

POLICY/PROCEDURE:

1. Institutional Social Media.

- a. Departments may register a site by contacting the Office of Institutional Advancement at 915-215-4850. Posts about or on behalf of TTUHSC El Paso are to be made only on authorized social media sites (Facebook, Twitter, YouTube, LinkedIn, etc.) that have been registered with the IA office. If an Office of Institutional Advancement full-time employee has been designated to one's department or school, that employee will be responsible for maintaining the department or school's social media sites. IA may deny a request for registration or cancel registration based on inactivity, lack of professional content, or repetitive duplication of content on other social media sites.
- b. All registered TTUHSC El Paso social media pages must reference the full or properly abbreviated name of the university or clinic, e.g., Texas Tech University Health Sciences Center or TTUHSC El Paso. Portions of the university or clinic name, e.g., Texas Tech, followed by a department or office name, are not permitted.
- c. All authorized social media sites should adhere to identity guidelines in relation to intellectual property, logos, trademarks and copyrights. For a full list of university identity guidelines, visit <http://www.ttuhsoc.edu/identityguidelines/>. Posts on social media sites should protect the university's institutional voice by remaining professional in tone and in good taste.
- d. All institutional social media pages must have a designated employee who is identified as being responsible for content and serves as the department's social media contact. Departments should consider their messages, audiences and goals, as well as a strategy for keeping information on social media sites current. Social media sites should be updated weekly with relevant content. The Office of Institutional Advancement can assist with social media planning.
- e. Whenever possible, one should link back to the TTUHSC El Paso website. Ideally, posts should be brief, redirecting visitors to content that resides within the TTUHSC El Paso website. When linking to a news article about TTUHSC El Paso, it is important to first determine whether one can link to content on the existing TTUHSC El Paso news sites such as <http://eptechview.ttuhsoc.edu> instead of to a publication or other media outlet.
- f. While all TTUHSC El Paso social media sites shall encourage users to provide comments, videos and links, user-contributed content should be monitored daily, but not

censored. Only content that is profane, defamatory or vulgar should be immediately removed. Spam content or content that calls for the endorsement of a product, cause, political issue or candidate not in direct affiliation with the university also should be removed.

- g. For departments who wish to publicize information but do not have a registered page, the Office of Institutional Advancement can assist in posting such information on the appropriate site.
- h. To protect the safety and privacy of patients, physicians, students, residents, faculty and staff, employees must follow the applicable federal requirements such as FERPA and HIPAA for social media postings, as well as adhere to all applicable university privacy and confidentiality policies. Photographs, audio or video recordings may only be made of persons who have given written consent for such purpose. Employees who share confidential information do so at the risk of disciplinary action, including termination.

2. Personal Social Media Communications

- a. Personal communications using social media platforms should not contain the TTUHSC El Paso name as an identifier, e.g. username, screen name. If one is identified as a TTUHSC El Paso faculty or staff member, the views expressed are not those of the university.
- b. Persons are prohibited from sharing confidential or proprietary information about TTUHSC El Paso and must maintain patient and student confidentiality. Employees who share confidential information do so at the risk of disciplinary action, including termination. Expectations of employee and student standards of conduct exist in this medium as well.
- c. TTUHSC El Paso intellectual property, logos, trademarks and copyrights may not be used in any manner on personal social media sites. When posting, individuals must adhere to the copyright and intellectual property rights of others and of the university.
- d. University computers and hours are reserved for university-related business as approved by supervisors.
- e. All person representation of TTUHSC El Paso intellectual property on social media should adhere to the institutional standards of conduct and ethics. For full standards details, visit [HSCEP OP 52.06](#).

3. Best Practices

- a. Privacy does not exist, and should not be expected, in social media. One should consider what might happen if a post becomes widely known and how it may reflect both on the contributor and the university. Search engines can easily turn up posts years after they were created and content can be forwarded, copied or printed. If information would not be shared with the world, it should not be posted online. Questions regarding posting or responding to a comment online should be directed to the Office of Institutional Advancement.
- b. Social media presence can easily be made available to the public. This includes prospective and current students, residents, employers, colleagues and patients. Before publishing content, one must diligently attempt to not alienate, harm or provoke these groups.
- c. Before posting information on social media, facts should be verified. Content should be reviewed for grammatical and spelling errors, especially if posting on behalf of the

university. If an error is made, it should be corrected quickly and visibly.

- d. Content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or TTUHSC El Paso and its institutional voice.
- e. Persons who choose to make their association with the university public should ensure their profile and content is consistent with how they wish to present themselves to colleagues, students, parents, and the public.