POLICY ON USE OF COLLEGE AUTHORIZED SOCIAL MEDIA ACCOUNTS

I. PURPOSE

To establish procedures, guidelines and best practices for the creation and development of College-authorized accounts on various social media sites. The purpose of this policy is also to enhance communication and dialogue, advance institutional and professional goals and objectives and to protect institutional and professional interests.

II. POLICY

It is the policy of New York Medical College ("NYMC" or "College") to promote and encourage the responsible and lawful use of and participation in social media by faculty, staff and students ("Users"). It is also the policy of the College to establish and use College authorized and approved social media accounts consistent with the procedures and guidelines contained in this policy.

III. SCOPE

This policy applies to all faculty, staff and students at New York Medical College.

IV. DEFINITIONS

A. Social Media – any facility or forum for online publication and commentary, including without limitation blogs, wiki’s, and social networking sites such as Facebook, Twitter, LinkedIn, Flickr and YouTube.

B. User – a member of the College community, including, but not limited to, faculty, students, and staff, who places postings, commentary or other content on a NYMC Social Media Account or on a personal social media forum while identifying him/her/itself as being affiliated with the College.

C. NYMC Social Media Account – a social media account administered by the College and hosted by a College department, office or unit that has been properly reviewed and approved by the College in accordance with this policy.

D. Department Moderator – individual from the hosting College department, office or unit who is responsible for managing and monitoring content of the Social Media Account.

E. OPR Administrator – individual appointed by the Office of Public Relations to moderate and monitor postings and comments on NYMC Social Media Accounts.
F. Disclaimer – every NYMC Social Media Account shall include a statement that any opinion expressed therein is that of the author and does not represent the views or opinions of the College.

G. Prohibited Content – content or material that:

1. violates local, state or federal laws or regulations;
2. is unlawful, disruptive, threatening, profane, abusive, harassing, embarrassing, tortuous, defamatory, obscene, libelous, an invasion of another’s privacy, hateful or racially, ethnically or otherwise objectionable;
3. constitutes impersonation of another’s identity;
4. purports to create a contract or establish a fiduciary duty;
5. are unauthorized advertisements;
6. are links that contain software viruses, worms, disabling codes or any other computer file designed to interrupt, destroy or limit the functionality of the computer software or hardware.

V. PROCEDURE

The following procedures are to be followed by groups to obtain and maintain the College’s authorization as an officially approved NYMC Social Media Account:

A. Department Moderator shall complete the Application for Authorization or Update form, attached herein, through the Office of Public Relations.
B. Department Moderator and OPR Administrator shall work together to create the NYMC Social Media Account in accordance with this policy.
C. Department Moderator and OPR Administrator shall monitor the NYMC Social Media Account on a daily basis for any Prohibited Content or content that otherwise violates the policies of the College.
D. Department Moderator and OPR Administrator shall have the right to monitor, prohibit, restrict, block, suspend, terminate, delete or discontinue access to any NYMC Social Media Account.
E. Any conflict arising from the removal or otherwise altering of content posted to a NYMC Social Media Account will be adjudicated by the Office of General Counsel.
F. Social media identities, logon ID’s and user names shall not use the College’s name without the prior written approval of the Office of Public Relations.
G. Each application for a NYMC Social Media Account shall be reviewed and approved by the Office of Public Relations and will be effective for one year.
H. All College approved social media accounts shall be subject to an annual approval process.
VI. COMPLIANCE WITH COLLEGE POLICIES

All users of NYMC Social Media Accounts must adhere to all relevant policies and procedures of the College, including without limitation:

- Acceptable use
- Copyright information
- IT security policy
- Personal records privacy and security policy
- Privacy statement
- Web site requirements and guidelines
- FERPA/Privacy policies
- Student Code of Academic Integrity and Professionalism
- Code of Conduct and Policy on Conflicts of Interest

The College reserves the right to remove any comments, postings or other content from NYMC Social Media Accounts that are in violations of its policies and procedures or are inappropriate, inflammatory or illegal, or reasonably damaging or injurious to the College or any individual associated with the College. In addition, any sites found to have been created without proper authorization in accordance with the procedures set forth herein shall be reviewed and may be altered or removed by the College. Finally, users who violate this policy may be subject to disciplinary action, including suspension, dismissal or termination, as applicable.

VII. GENERAL GUIDELINES ON CONTENT IN SOCIAL MEDIA

- Use good judgment about content and respect privacy laws. Do not include confidential information about the College, its staff, or its students.
- Representation of your personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. You may not use the College’s name to promote any opinion, product, cause, or political candidate. Be sure to include the statement: "this is my personal opinion and not necessarily that of the College" when necessary.
- By posting content to any social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that you will not knowingly provide misleading or false information, and that you indemnify and hold the College harmless for any claims resulting from posting the content.
- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Provide a link to the original material if applicable.
VIII. EFFECTIVE DATE

This Policy is effective as of the date of signing.

IX. RESPONSIBILITIES

A. Office of Public Relations
   1. Evaluate applications for NYMC Social Media Accounts.
   2. Advise applicant of decision.
   3. Assign OPR Administrator to approved NYMC Social Media Accounts.
   4. Take necessary actions as required by this policy.
   5. Monitor and moderate NYMC Social Media Accounts to ensure compliance with this policy and any other applicable policies and procedures of the College.

B. Department Moderator
   1. Apply to the Office of Public Relations for permission to establish the Social Media Account and annual renewal of same.
   2. Monitor and maintain the web content, on a daily basis, to ensure compliance with the College’s Code of Conduct and Conflicts of Interest Policy and all other applicable policies.
   3. Address issues that arise concerning postings that contain Prohibited Content or that otherwise violate College policies.

C. Users
   1. Users shall use and participate in NYMC Social Media Accounts in accordance with this policy as well as any other applicable College policies and procedures.
   2. Users shall follow the policy and principles established herein.
   3. By posting commentary or other content on a NYMC Social Media Account, Users grant the College the right to use, edit and/or modify such commentary or content.
   4. Users shall not post to any NYMC Social Media Account content that is or may be interpreted as a product or service endorsement.

D. Office of General Counsel
   Adjudicate any conflict arising from the removal or otherwise altering of content posted to a NYMC Social Media Account.
X. POLICY MANAGEMENT

Responsible Executive: Chief Executive Officer

Responsible Officer: Associate Vice President of Communications

Responsible Office: Office of Public Relations.

Approved

[Signature]

Karl P. Adler, M.D.
Chief Executive Officer

08/30/11
Date
NYMC-Approved Social Media Accounts
Application for Authorization or Update
Academic Year ____________

☐ New  ☐ Update

Name
Title
Department/School
Email
Phone

Administrator Accounts

Name of NYMC entity for which the social media account(s) will be created:

(School, Department, Division, Program, Organization, Group)

Briefly describe the intended purpose of your account(s):

________________________________________________________________________

Name and e-mail addresses of at least two NYMC employees who will serve as administrators of the account(s):

________________________________________________________________________

________________________________________________________________________

Administrator duties are listed here [link to list]. If only one employee/administrator from your group is named, check the box below.

☐ Request a member of the Office of Public Relations to serve as one of the administrators

Choice of Social Media Platform(s)

What type of social media accounts are you applying for? (Circle all that apply)
Facebook / Twitter / LinkedIn / Flickr / YouTube / Other ____________

If you are registering an existing account, please provide your account URL(s). (example: http://twitter.com/#!/NYMC_tweets)
Profile Photo
If you did not provide an account URL above, please submit your profile image/avatar.

Upload image file (.jpg): [uploader link]

Policy Agreement
I have read and understand the terms and conditions applicable to the social media account(s) for which I am applying and I accept New York Medical College’s Social Media Policy [link to policy].

Submit

If you have any questions or concerns, please contact the OPR office at (914) 594-4536 or [e-mail].