The University of Louisiana at Monroe School of Pharmacy recognizes that online blogs, public mailing lists and social networking sites such as Facebook, Twitter, MySpace and many other sites (hereafter collectively referred to as social media) have become important means of communication. Student pharmacists at the University of Louisiana at Monroe School of Pharmacy are charged with the responsibility to understand how the use of social media may impact the School, the University and themselves. By identifying their affiliation with the University of Louisiana at Monroe School Pharmacy, student pharmacists create perceptions about the School, University and the profession of Pharmacy. Therefore, they must assure that all public content is consistent with the values and professional standards of the School and the profession. Posting of certain information is illegal. Violation of existing statutes and administrative regulations may expose the offender to criminal and civil liability, and punishment for violations may include fines and imprisonment. In addition, postings may violate the School's Code of Ethical and Professional Conduct and as such expose the student to penalties outlined in the Code. Students should also be aware that no method of privatization is perfect and that undesignated individuals may gain access to your site. In addition, once posted information can be removed from the original social networking site, exported information cannot be recovered. Any digital exposure can "live on" beyond its removal from the original website and continue to circulate in other venues. Therefore, think carefully before you post any information on a website or application. Future employers may be able to gain access to your postings and consider information gathered in making their decisions regarding employment. Therefore, students are encouraged to use social media in a mature, responsible and professional manner.

Therefore, the School of Pharmacy forbids certain behavior. Students must NOT

- Present personal health information of other individuals, especially that obtained through the privilege of being a professional student. Removal of an individual's name does not alone constitute proper de-identification of protected health information. Inclusion of data such as age, gender, race, diagnosis, date of evaluation, or type of treatment or the use of a highly specific medical photograph may still allow the reader to recognize the identity of a specific individual. It is the student's responsibility to be aware of what is protected health information.

- Present protected academic information of another student or trainee. Such information might include but is not limited to: course grades, narratives, evaluations, examination scores, adverse academic actions or financial aid information.

- Represent oneself as an official representative or spokesperson for the School or University

- Represent oneself as another person or otherwise attempt to obscure identity to circumvent their responsibilities as outlined by the Code of Ethical and Professional Conduct.

- Post images of patients or patient body parts without specific written permission of the patient

In addition, the following violations of the Code of Ethical and Professional Conduct are pertinent to the use of social media and are therefore, prohibited:

- Knowingly distributing false evidence against another or providing false statements or charges in bad faith against any member of the University faculty, student body, staff or community.

- Contributing to, or engaging in, any activity which disrupts or obstructs the teaching, research or extension programs of the School of Pharmacy or University, either on the campus or at affiliated training sites.

- Threatening violence against any member of the University faculty, student body, staff or community

Other forms of unprofessional conduct listed below are also prohibited.

- Dissemination of electronic insults to, or verbal attacks on, University administration, faculty, staff or students.
- Harassment, in any form, of University administration, faculty, staff or students.
- Violating the confidentiality of a University or School committee upon which a student serves.
- Use of social media in a manner that interferes with academic responsibilities.

The following actions are also <u>strongly discouraged</u>:

- Display of vulgar language
- Displays of any kind that imply disrespect for any individual or group because of age, race, gender, ethnicity or sexual orientation
- Displays of images that may reasonably be interpreted as condoning irresponsible use of alcohol, substance abuse, or sexual promiscuity
- Posting of potentially inflammatory or unflattering material on another individual's website.
- Interactions with patients through social media should be avoided. This provides numerous opportunities for violating privacy restrictions and may have legal consequences.

The following actions are considered "best practices" and are <u>strongly encouraged</u>:

- Students should use privacy settings to limit the unknown or unwanted access to the student's profile or application.
- Due to frequent updating of social media sites, it is advisable that students regularly check their privacy settings to optimize their privacy and security.
- Students should consider minimizing personal information on social media profiles. It is suggested students not include addresses, phone numbers, social security numbers, PID numbers, passport numbers, driver's license numbers, birth dates or any other information that could be used to obtain personal records.
- If students choose to list an email address on a social networking site, students should use a personal email address (not a ulm.edu address) as the primary means of identification.

In addition to the above personal recommendations all student organizations and School of pharmacy class social media sites must abide by the ULM social media policy found at: https://webservices.ulm.edu/policies/index.php?a=details&i=2561&backa=search&backs=Socail%20Media

References :

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2. University of California, San Diego, Skaggs School of Pharmacy and Pharmaceutical Sciences, Guidelines and Best Practices for Online Social Media Use by Student Pharmacists pharmacy.ucsd.edu/current/pdf/Social_Media_Guidelines.pdf
3. School of Pharmacy, University of Florida, Social Networking Policy http://www.cop.ufl.edu/education/student-affairs/policies/social-networking-policy/
4. UAMS School Pharmacy, Student Handbook, 2012, available at http://pharmSchool.uams.edu/updates