

SOCIAL MEDIA POLICY

This policy provides guidance for students and faculty use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit uses to share information with others in a contemporaneous manner.

PROCEDURES

The following principles apply to professional use of social media on behalf of Jefferson County EMS as well as personal use of social media when referencing JCEMS.

Students and faculty should be aware of the effect their actions may have on their images, as well as the image of JCEMS. The information that students and faculty post or publish may be public information for a long time.

Students and faculty should be aware that JCEMS may observe content and information made available by the student or faculty through social media. Students and faculty should use their best judgment in posting material that is either inappropriate or harmful to JCEMS, its employees, its students and faculty or patients.

Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile learning/work environment.

Students and faculty are not to publish, post or release any information that is considered confidential or not public. If you have questions about what is considered confidential, students and faculty should consult with their Instructor or JCEMS Course Sponsor.

Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Students and faculty should refer these inquiries to authorized personnel and spokespersons.

If employees find or encounter a situation while using social media that threatens to become antagonistic, students and faculty should disengage from the dialogue in a polite manner and seek advice of authorized personnel.

Students and faculty should get appropriate permission before you refer to or post images of and current or former students and faculty, employees, vendors or suppliers. Additionally, students and faculty should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

Social media use should not interfere with the student or faculty's responsibilities or classwork.

If students and faculty publish content that involves subjects associated with JCEMS, a disclaimer should be used, such as: "The postings on this site are my own and may not represent JCEMS positions, strategies or opinions".