

Social Media Policy

At the University of New Mexico School of Medicine (UNMSOM), we recognize that social media sites like Facebook, Twitter, YouTube and Flickr have become important and influential communication channels for our community. To assist in posting content and managing these sites, UNMSOM has developed policies and guidelines for use of social media.

General Guidelines

- Be mindful that all posted content is subject to review in accordance with UNMSOM policies and the Student Professional Code of Conduct.
- The purpose of using these communication channels on behalf of UNMSOM is to support the university's mission, goals, programs, and sanctioned efforts, including university news, information, content and directives.
- Prior to engaging in any form of social media involving UNMSOM, you must receive permission from the Office of Medical Student Affairs and the Associate Dean of Students.
- When using an officially recognized social media channel, assume at all times that you are representing UNMSOM.
- Confidential or proprietary university information or similar information of third parties, who have shared such information with you, should not be shared publicly on these social media channels. Use good ethical judgment and follow UNM and federal requirements such as the Health Insurance Portability and Accountability Act (HIPAA), the Family Educational Rights and Privacy Act (FERPA).
- Do not discuss/promote/post any situation involving named or pictured individuals acting in a UNM capacity on social media without their express written permission.
- If you identify yourself as a UNM student in any online forum and/or use a UNM email address, you must make it clear that you are not speaking for UNM. If you post any content to a website outside of UNM and it has something to do with your schooling, the work you do, or other subjects associated with UNM, use a disclaimer such as, "The postings on this site are my own opinions and do not represent the views or opinions of UNM."
- Do not use any UNM Logo or protected images without written permission.
- Exercise discretion, thoughtfulness and respect for your colleagues, associates and the university's supporters/community (social media fans). Avoid discussing or speculating on internal policies or operations. Refrain from engaging in dialogue that could disparage colleagues, competitors, or critics.
- Refrain from reporting, speculating, discussing or giving any opinions on University topics or personalities that could be considered sensitive, confidential or disparaging.
- UNMSOM or UNM logos and/or visual identity cannot be used for personal social media.
- Your personal social media account is not an appropriate place to distribute University news. If you have University information and news that you would like to announce to the public or media, please contact Student Affairs.

- UNMSOM does not routinely monitor personal websites or social media outlets, however any issues that violate any established UNM Policy will be addressed.
- Violation of this or any UNM policy may result in disciplinary action, up to and including dismissal from UNM.