

	Title: Social Media Policy	Review Frequency: Two Years	Effective Date: 10/1/2020
	Document Category / Document Type: Policy	Doc Control # Revision #	CON-401 1

1. Purpose/Objectives.

1.1. The purpose of this policy is to ensure that students, faculty, staff, and other College of Nursing constituents use social media and other emerging social networking technologies in a professional and responsible manner. Information posted via social media is considered public information, and other employers, organizations, and individuals actively monitor and share information they find on social media. This information is NOT confidential. Electronic media can be a valuable tool for sharing experiences, but it is imperative that patients, fellow students, faculty, or staff are not identified by name, and that any information or details that could be used to identify them not be included, in order to protect their right of privacy. Distribution of sensitive and confidential information is protected under HIPAA and FERPA whether discussed through traditional communication channels or through social media.

2. Scope.

2.1. This policy applies to College of Nursing Faculty, Staff, and Students. Lack of compliance with this policy may result in disciplinary action, up to and including dismissal. This policy is not intended for internet activities that do not associate or identify a student, faculty, or staff person with UNM, do not use UNM email addresses, do not discuss UNM or the College of Nursing, and are purely about personal matters.

3. Content.

- 3.1. Students, faculty, and staff should conduct themselves in a professional, respectful, and civil manner when using social media of any kind.
- 3.2. Any situation involving named or pictured individuals acting in a UNM capacity on social media requires their express written permission.
- 3.3. If you identify yourself as a UNM faculty, student, or staff in any online forum and/or use a UNM email address, you must make it clear that you are not speaking for UNM. Any content posted to a website outside of UNM that has something to do with your UNM affiliation, or any other subjects associated with UNM, must be accompanied by a disclaimer such as, "The postings on this site are my own opinions and do not represent the views or opinions of UNM."
- 3.4. The use of any UNM Logo or protected images requires written permission.
- 3.5. The use of verbally abusive, disrespectful or aggressive language or content communicated via email or used when posting to public forums of any kind by faculty, staff, or students may result in disciplinary action, up to and/or including dismissal.

4. Responsibilities.

RESPONSIBILITIES	
Position/Title/Group	Requirements/Expectations/Duties
CON Marketing Manager	Responsible for assuring adherence to this policy by all faculty, staff, and students. Will monitor social media platforms to ensure policy is adhered to and report as necessary to the appropriate supervisor or program director to address nonadherence.
Deans, Program Directors, & Supervisors	Responsible for assuring adherence to this policy by all faculty, staff, and students
Faculty & Staff	Responsible for adhering to this policy.
Students	Responsible for adhering to this policy.

5. Records Applicability/Retention

- 5.1. "Documentation related to this policy will be maintained in accordance with UNM Administrative Policies and Procedures, UAPPM Policy 6020, and applicable requirements of the New Mexico Public Records Act, N.M.S.A § 14-3-1 et. seq."
6. External Reference(s).
6.1. None
7. Internal Reference(s).
7.1. Freedom of Expression and Dissent ([Policy 2220](#)),
7.2. Respectful Campus ([Policy 2240](#)),
7.3. [UNM's Web Standards](#)
7.4. [Office of Government Relations Policy & Procedures](#) (Policy 2050)
7.5. Acceptable Computer Use ([Policy 2500](#)).
7.6. Personal use of [social media](#) during work hours should adhere to the [Incidental Personal Use](#) in section 4.
8. Definitions.
8.1. Because of the emerging nature of social media platforms these guidelines do not attempt to name every current and emerging platform. Rather, they apply to those cited and any other online platform available and emerging including social networking sites and sites with user-generated content. Examples include but are not limited to the following:
8.1.1. YouTube
8.1.2. Facebook
8.1.3. iTunes
8.1.4. LinkedIn
8.1.5. Twitter
8.1.6. Blogs
9. Key Words.
9.1. Social media, social network, marketing
10. Attachments.
10.1. None
11. Approval Authority.

APPROVAL and Information			
Item	Contact Information	Date	Approved/Reviewed
Document Owner	<i>Marketing Manager, Heather Lardier, 505-272-4455</i>		
Reviewer	Heather Lardier, Marketing Manager	6/10/2020	<i>Approved</i>
Reviewer	Marlena Bermel, Director of Alumni Relations	6/10/2020	<i>Approved</i>
Official Approver	<i>Christine E. Kasper, Dean and Professor, College of Nursing</i>		
Official Signature			
	Document Origination Date	4/20/2015	
	Document Effective Date	4/20/2015	

12. Document History.

HISTORY LOG				
Date and Date Type: (Specify: Origination, Effective or Retired Date) In addition: Add Review Date when Effective Date does not change due to no major updates.	New/ Revision #	Title of Document:	Description of Change(s):	Approved By: Print Name/Title
Origination/Effective Date: 4/20/2015	1	Social Media Policy	New Document	Dean, Nancy Ridenour
Review Date: 6/4/2020 Effective Date: 10/1/2020	2	Social Media Policy	Transferred Policy content to revised HSC policy template and numbering system to #CON-401. Document Owner reviewed and confirmed content did not need updating with the exception of updated Responsibilities section as detailed in document.	Marketing and Communications Coordinator, Heather Lardier