

Social Media Guidelines

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Scope and Applicability:	All students enrolled in OUWB

Rationale:

OUWB believes that participating in online communities can promote better communications with Oakland University and Beaumont Health System colleagues. Such participation may include, but is not limited to blogs, vlogs, wikis, Twitter, Facebook, Instagram, and media sites.

Procedures:

Students who are training to become physicians are expected to act in a professional manner at all times (see OUWB Professional Code of Conduct). Students' social media profiles reflect upon them, OUWB, and Beaumont Health System.

Students using social media are expected to demonstrate a level of maturity and civility that is consistent with the AMA Code of Medical Ethics: <https://www.ama-assn.org/delivering-care/ama-code-medical-ethics>

Social media communication should never contain information that includes a patient identifier (names, photographs,) or any other personal health information. Students should never take photographs or videos in a clinical setting.

If a student acknowledges his or her relationship with either OUWB or Beaumont Health on a social media account, he/she shall include disclaimers advising that he/she is not speaking on behalf of either organization. In social media posts or interactions where a student can be reasonably perceived as associated with OUWB, the student is expected to meet the expectations of Professional Code of Conduct.

Students in violation of this guideline may be referred to the Student Performance Review Committee.

Communication produced by OUWB students should be accurate and consistent with the OUWB Professional Code of Conduct and Oakland University and Beaumont Health System policies.

Definitions:**Related Policies and Forms:**

OUWB Professional Code of Conduct

Oakland University Policy #890, Use of University Information Technology Resources

Beaumont Health Systems Policy No. 265, Code of Conduct, Confidentiality and Computer Systems Usage Agreement

Beaumont Policy No. 297 (Social Networking and Other Web-Based Communications)

Appendix: