

University of Northern Colorado
College of Osteopathic Medicine

Policy: Use of Social Media and Social Networking

Responsible Party: Dean, College of Osteopathic Medicine

COCA Standard: 5.1

Review Frequency: Annually and as needed.

Students and faculty of UNC COM should adhere to the following when engaged in social networking:

- Take steps to ensure that all sites have appropriate privacy settings.
- Do not write about patients in a way that could convey their identity, even accidentally.
- Do not post pictures or descriptions that demonstrate themselves or others in the community engaged in negative or unprofessional behavior.
- Do not interact with patients on social media accounts.
- Do not post the work of others without appropriate attribution and do not post material that is under copyright.
- Do not post angry or defamatory comments about fellow students, faculty, staff, other healthcare professionals or the college.

Students alleged to be in violation of these standards will be referred to the UNC COM professionalism standards. Faculty alleged to be in violation will be referred to their supervisor and complaints adjudicated in compliance with UNC due process policies.