Columbia University Irving Medical Center (CUIMC)
Social Media Policy

August 2020

Types of Social Media Accounts

This policy addresses three types of social media accounts:

- **CUIMC enterprise social media accounts.** These accounts are managed on behalf of the medical center by the CUIMC Office of Communications. They include Facebook, Twitter, Instagram, YouTube, and LinkedIn accounts, as well as Google My Business listings or other social media platforms.

- **School, departmental, and program social media accounts.** These accounts are created and maintained by faculty and staff across the medical center. These accounts must be registered with and approved by the CUIMC Office of Communications and must meet adhere to this policy.

- **Personal and professional social media accounts** of individual CUIMC faculty, staff and trainees. Faculty, staff and trainees are responsible for their conduct on social media.

Administration of School, Department, and Program Social Media Accounts

1. **Set up and registration:**
   a. All social media accounts for all CUIMC entities, including schools, departments and programs, must be registered with the CUIMC Office of Communications. Accounts can be registered here.
   b. These accounts may only be created and administered by assigned faculty and staff of CUIMC. Students may not be named as page administrators for pages other than student clubs and organizations.
   c. The CUIMC Office of Communications must be designated as an additional administrator of Facebook accounts and related accounts and/or be provided the account login information for other social media accounts. This allows CUIMC Communications to access these accounts and respond in the event of a crisis or the unavailability or departure of the site administrator.
   d. The social media site administrator must maintain the security of the site login credentials, using an official CUIMC e-mail address, and is fully responsible for the account's security and usage, including, but not limited to, managing and monitoring all content associated with the official social media account and removing any content that may violate this or other CUIMC policies.

e. Approved social media accounts for departments or groups falling under more than one group (i.e. NewYork-Presbyterian Hospital, Weill-Cornell Medicine) are subject to the policies and procedures of each individual organization.

2. **Brand Usage:**
   a. Social media accounts must adhere to the CUIMC branding guidelines, which can be downloaded at https://www.communications.cuimc.columbia.edu/resources.

3. **Advertising on Social Media:**
   a. Social media websites provide opportunity for paid advertising. Any advertising for CUIMC programs must be approved by CUIMC Communications.

4. **Responses to Prohibited Posts:**
   a. CUIMC reserves the right to block or remove the content of any post that:
      i. violates CUIMC policies, including, but not limited to harassing, threatening or profane language;
      ii. violates privacy laws or intellectual property rights;
      iii. endorses or implies an endorsement of any commercial entity or its products or services;
      iv. is factually erroneous or libelous;
      v. involves political campaigning or lobbying;
      vi. contains personal information (whether the commenter's or someone else's), including home address, home or cell phone number, or e-mail address, in order to protect privacy.
   b. Failure to comply may or will lead to suspension and/or termination.

5. **Crisis and Emergency Communication**
   a. In the event of a crisis (such as a fire, violent crime, etc) all social media administrators should refrain from posting about the incident on social media accounts until official statements have been released or until otherwise instructed by CUIMC Office of Communications.
   b. All inquiries from news media should be referred to the Office of Communications, including when reporters contact you via social media.

6. **Inactive social media accounts**
   a. Any CUIMC social media account that has been inactive for six months will be considered abandoned and may be removed by CUIMC Communications.

Personal/Professional Social Media Accounts

As a CUIMC faculty member, staff member, or trainee, you are a representative of the organization – even when using your personal social media accounts. Thus, the following requirements apply when CUIMC faculty, staff or trainees post content to their own accounts, as well as posting, responding, or commenting on the accounts of others.

1. **Professionalism and Use of University Resources:**
   a. CUIMC policies regarding privacy, discrimination and harassment, and the use of computers or other University resources apply to social media just as they apply to all other forms of communication. Violation of these policies may result in disciplinary action up to and including termination.
   b. Clinicians are highly discouraged from providing medical advice on their personal social media accounts. In addition, remember that the information you post on social media will live there

indefinitely. Twice a year, you should review content you have shared and remove medical information that is outdated and no longer reflects current and practice.

c. Configuration of social media account settings to automatically remove prior postings on a regular basis (e.g., after every 3 or 6 months) is recommended.

d. Content that has appeared on personal social media accounts may not be reposted on institutional (school, departmental, program, or CUIMC enterprise) social media accounts.

2. **Use of CUIMC Name and Logos**

a. Logos of CUIMC schools, departments, and programs may not be used on personal social media accounts or for any commercial purpose.

b. You may use your CUIMC title to identify your Columbia role when using social media. However, if you do, you should make clear that your comments are your own and not those of CUIMC. For example, the "About me," "Profile," or other bio sections should include language such as "My posts represent my personal views and not those of CUIMC."