



### **Policy Title**

Social Media and Social Networking

### **Identifier**

USCSOMG – STAF – 5.04

<b>Prepared by:</b> Office of Student Affairs	
<b>Reviewed by:</b> Interim Associate Dean for Student Affairs	<b>Review Date:</b> 4/4/2023
<b>Approved by:</b> USCSOMG Policy Committee	<b>Approval Date:</b> 05/11/2023
	<b>Effective Date:</b> 05/11/2023

### **LCME Standards**

3.5 – Learning Environment / Professionalism

### **Scope**

University of South Carolina (USC) School of Medicine Greenville students

### **Policy Statement**

Students should exercise appropriate caution with social media and social networking. Social mediums include but are not limited to:

1. Multi-media and social networking websites such as TikTok, Twitter, Instagram, Snapchat, Facebook, Foursquare, Pinterest, Yahoo! Groups, YouTube, Skype or other instant messaging and other similar sites
2. Blogs (Both external and internal to USC School of Medicine Greenville)
3. Wikis such as Wikipedia and any other site where text can be posted.

These activities including multi-media, social networking sites, blogs, photo sharing, video sharing, microblogging, podcasts and posted comments are referred to as "Internet postings" in this Policy.

Common sense is the best guide should individuals decide to post information in any way related to USC School of Medicine Greenville, Prisma Health, patients, administrators, faculty, staff

and/or fellow students. Misuse of social media can lead to professional behavior and/or confidentiality violations up to and including expulsion.

## **Reason for Policy**

**Patient protection:** To guard against inadvertent HIPAA violations and to otherwise protect the privacy rights of patients, their family members, employees, or other invitees, students are prohibited from recording any events or conversations that include, or may include, protected health information of our patients. Students are also prohibited from recording any events or conversations in patient care areas.

**Professionalism:** All USC School of Medicine Greenville students must demonstrate professionalism in every facet of their role as a student including in their online presence. As such, the reason for this policy is to provide clear guidelines and expectations for all students.

## **Procedures**

- A. USC School of Medicine Greenville will provide training related to the proper use of social media at Orientation.
- B. Students are responsible for compliance with this policy as it relates to Internet postings. A student's Internet posting shall not violate any other applicable policy of USC School of Medicine Greenville. This includes the USC Honor Code.
- C. Students who engage in social media or social networking Internet postings must agree that USC School of Medicine Greenville shall not be liable, under any circumstances, for any errors, omissions, loss, or damages claimed or incurred due to any of their Internet postings.
- D. When a student posts his or her own point of view, the student should neither claim nor imply he or she is speaking on USC School of Medicine Greenville's behalf, unless the student is authorized by to do so.
- E. Internet postings should not include USC School of Medicine Greenville's logo or trademarks, and should respect copyright, privacy, fair use, financial disclosure, and other applicable laws.
- F. Students who are contacted by a member of the news media or a blog site seeking an official comment about an Internet posting that concerns the operations of USC School of Medicine Greenville are required to refer to the Academic Communications Coordinator.
- G. Examples of inappropriate postings include material that is defamatory, profane, threatening, harassing, hateful or humiliating to patients, students and other hospital or school staff and faculty; material that violates the Honor Code (USC-STAF-6.25-Academic Responsibility).

## **Sanctions**

Violations of this policy will result in referral to the Honor and Professionalism council and disciplinary action up to and including dismissal.

## **Additional Contacts**

Office of Student Affairs  
Director of Strategic Communications  
Honor and Professionalism Council (HPC)  
Student Evaluation and Promotion Committee (SEPC)

## **Related Information**

USC School of Medicine Greenville Student Handbook  
Prisma Health Policy: S-104-12 Social Media and Social Networking  
[USC-STAF-6.25-Academic Responsibility](#)

## **History**

<b>Date of Change</b>	<b>Change</b>
April 2023	Editorial changes made due to branding updates and titles; addition of a social media app.
July 2019	Editorial changes made due to branding updates and titles; formal approval not required.
July 2018	Policy formalized into standardized template, LCME CQI