

Geisel Social Media Use Policy

Summary of Purpose

This policy establishes professionalism standards for the use of social media as a student member of the Geisel UME community.

Scope and Applicability

This policy applies to all Geisel students engaged in the Undergraduate Medical Education program. It includes both institutional and personal social media accounts. There is a separate formal policy for faculty and staff as College employees.

Definitions

The term “social media” here is intentionally broad, and students should consider the implications of their online engagement before interacting in any internet public forum, including but not limited to Facebook, Instagram, Twitter, LinkedIn, YouTube, Reddit, blogs, comment sections of news sources, and similar online social media pleasure or networking sites.

Policy Statement

All students are responsible for their postings on the Internet and in all varieties of social media. In all communications, students are expected to be courteous, respectful, and considerate of others. Inappropriate postings, including photo or video content, on the Internet or social media will be considered lapses in the standards of professionalism expected of Geisel School of Medicine students. Students responsible for such postings are subject to the [Academic and Personal Conduct Policy](#) infraction procedure in the same manner as for any other unprofessional behavior that occurs outside the academic setting. Students who do not follow these expectations may face disciplinary actions including dismissal from the School of Medicine.

Procedure

Students are urged to consider the following before posting any comments, videos, pictures, or essays to the Internet or a social media site:

- Remember that “anonymous” posts may still be traced back to the original author. Therefore, it is suggested that posts or comments submitted for others to read should be posted with full identification of the writer.
- Where your connection to Geisel is apparent, make it clear that you are speaking for yourself and not on behalf of Geisel. A disclaimer, such as, "The views expressed on this [blog; website] are my own and do not reflect the views of my College or the School of Medicine" are required.
- Internet activities may be permanently linked to the author, such that all future employment may be hampered by inappropriate behavior on the Internet.
- Making postings “private” does not preclude others copying and pasting comments on public websites. “Private” postings that become public are still subject to the procedures described in the Geisel [Academic and Personal Conduct Policy](#).
- Do not share information in a way that may violate any laws or regulations (i.e. HIPAA). Disclosing information about patients without written permission of the patient and the School of Medicine, including photographs or potentially identifiable information is strictly prohibited. This rule also applies to deceased patients.
- Do not share confidential or proprietary information that may compromise Geisel's research efforts, business practices or security.

In addition to the above, the [Social Media Guidelines for Medical Students and Physicians](#), created by the American Medical Student Association, should be followed.

CONTENT GUIDELINES

If you identify yourself as a Geisel student member in your profile or bio, use the following language in your account description:

1. Views are my own.
2. Tweets are my own. (*Twitter only*)
3. The views and opinions expressed here are not necessarily those of Geisel School of Medicine, and they may not be used for advertising or product endorsement purposes. (*If word count limit allows*)

Misuse of Social Media may be reported to the administration through the [Professionalism Reporting Tool](#).

Repeated violations of content guidelines may cause the author to be blocked from both the Dartmouth College and DHMC medical campus social media sites, including Facebook, Twitter and Instagram.

Disparaging other members of the Geisel UME community will trigger disciplinary review.

Key Words

Social Media

Related Information

University Documents

None.

Other Documents

None.

Related Links

<https://geiselmed.dartmouth.edu/students/links/professionalism-reporting/> Policy Administration

Policy Number	UME-OSA-0022	Effective	4/5/2021
Authorized By	Associate Dean for Student Affairs	Written By	Director of Student Affairs
Approved By	UME Affairs Leadership Group	Date Approved	3/1/2021
Date Reviewed	12/4/2020	Date Revised	
Responsible Office	Geisel School of Medicine Office of Student Affairs	Responsible Administrator	Director of Student Affairs
Inform	Geisel Faculty, Students, Staff		

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Authorized By	Associate Dean for Student Affairs	Written By	Director of Student Affairs
Approved By	SADME	Date Approved	
Date Reviewed		Date Revised	
Responsible Office	Geisel School of Medicine Office of Student Affairs	Responsible Administrator	Director of Student Affairs
Inform	Geisel Faculty, Students, Staff		

Policy Contact Information

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