HSC OP: 67.03, Use of Social Media

PURPOSE: The purpose of this Health Sciences Center Operating Policy and Procedure (HSC OP) is to establish policy on the use of social media. The absence or lack of explicit reference to a specific social media site does not limit the extent of the application of this policy.

REVIEW: This HSC OP will be reviewed on June 1 of every year by the Director of Digital Strategy and the Managing Director for Communications and Marketing, with recommendations for revision forwarded to the Vice President of External Relations.

POLICY/PROCEDURE:

1. Institutional Social Media
   a. Institutional social media accounts must be registered and approved by the Office of Communications and Marketing at (806) 743-2143. Applications for creating a new account can be found at [https://www.ttuhsc.edu/communications-marketing/requests/default.aspx](https://www.ttuhsc.edu/communications-marketing/requests/default.aspx). Social media engagement on behalf of TTUHSC or one or more of its departments, schools or entities may only be done after authorization from Communications and Marketing.

   b. All official TTUHSC social media accounts must include an account administrator from the Office of Communications and Marketing. This administrator is to offer assistance in content scheduling, social media best practices and protocol, and the transition of the page in the event a new administrator is selected. Social media accounts are institutional assets and must be transferred to new administrators in the event current administrators leave employment with the school or department represented by the account.

   c. The usernames of all registered TTUHSC social media accounts must reference the full or properly abbreviated name of the university, e.g., Texas Tech University Health Sciences Center or TTUHSC. Portions of the university name, e.g., Texas Tech, followed by a department or office name are not permitted.

   d. All institutional social media accounts must have a designated employee who is identified as being responsible for content and serves as the department’s social media contact. Departments should consider their messages, audiences and goals, as well as strategy for keeping information on social media sites current. For information on appropriate content and best practices in social media, visit [https://www.ttuhsc.edu/communications-marketing/campus-guidelines/social-media.aspx](https://www.ttuhsc.edu/communications-marketing/campus-guidelines/social-media.aspx). Posts on social media sites should protect the university’s institutional voice by remaining professional in tone and in good taste.

   e. All institutional social media accounts must adhere to identity guidelines in relation to TTUHSC intellectual property, logos, trademarks and copyrights. For a full list of university identity guidelines, visit [https://www.ttuhsc.edu/communications-marketing/campus-guidelines/identity-guidelines.aspx](https://www.ttuhsc.edu/communications-marketing/campus-guidelines/identity-guidelines.aspx)

   f. All institutional social media accounts must be updated regularly. Regular engagement is necessary for a social media account to be effective in reaching an audience. If a page goes inactive for 60 days, the Office of Communications and Marketing will warrant the social media administrator. If the lapse continues, the social media page will be up for
evaluation by the Office of Communications and Marketing.

g. While all TTUHSC social media sites shall encourage users to provide comments, videos and links, user-contributed content should be monitored daily, but not censored. Only content that is profane, defamatory or vulgar should be immediately removed. Spam content or content that calls for the endorsement of a product, cause, political issue or candidate not in direct affiliation with the university also should be removed.

h. For departments who wish to publicize information but do not have a registered page, the Office of Communications and Marketing can assist in posting such information on the appropriate platform.

i. To protect the safety and privacy of patients, physicians, students, residents, faculty and staff, employees must follow the applicable federal requirements such as FERPA and HIPAA for social media postings, as well as adhere to all applicable university privacy and confidentiality policies. Every TTUHSC social media administrator must submit current HIPAA and FERPA certificates of completion to the Office of Communications and Marketing. Photographs, audio or video recordings only may be made of persons who have given written consent for such purpose. Employees who share confidential information do so at the risk of disciplinary action, including termination.

2. Personal Social Media

a. Personal social media accounts should not contain the TTUHSC name as an identifier, e.g. username, screen name. If one is identified as a TTUHSC faculty or staff member, the views expressed are not those of the university.

b. Persons are prohibited from sharing confidential or proprietary information about TTUHSC and must maintain patient and student confidentiality, per HIPAA and FERPA. Employees who share confidential information do so at the risk of disciplinary action, including termination. Expectations of employee and student standards of conduct exist in this medium as well.

c. All personal social media accounts should adhere to identity guidelines in relation to TTUHSC intellectual property, logos, trademarks and copyrights. For a full list of university identity guidelines, visit https://www.ttuhsc.edu/communications-marketing/campus-guidelines/identity-guidelines.aspx

d. University computers and hours are reserved for university-related business as approved by supervisors.

e. For persons registering a new social media account under personal name, do not use an official TTUHSC email address to register the account.

f. All personal representation of TTUHSC intellectual property on social media should adhere to the institutional standards of conduct and ethics. For full standards details, visit HSC OP 52.06.