

Burrell College of Osteopathic Medicine
Student Handbook 2021-2022
Social Media

Upholding the integrity of the academic environment goes beyond honesty and accountability in the performance of coursework; it extends to interpersonal relationships both within and external to the campus community. The College's Code of Academic and Professional Ethics extends to social media.

<https://burrell.edu/policy-b5001/>

The following principles apply to professional use of social media on behalf of the College as well as personal use of social media when referencing the College. Social media examples include but are not limited to email, blogs, "Facebook", "LinkedIn", "Twitter", "Instagram", "Reddit" and "Snapchat".

- The permanence and written nature of online postings cause them to be subject to higher levels of scrutiny than many other forms of communication. The postings within social media are subject to the same standards of professionalism as any other personal or professional interaction, and will be treated as if made in a public forum.
- With respect to confidentiality, the Health Insurance Portability and Accountability Act (HIPAA) and the Family Educational Rights and Privacy Act (FERPA) applies to social networking and violators may be subject to legal recourse.
- Students should be aware that the College may observe content and information on social media. Students should use their best judgement in posting material to ensure the material is appropriate and not harmful to the College, students, faculty, and/or staff.
- Be thoughtful and discerning when engaging in social media. Know your posts can reach anyone and may be misinterpreted or may show up outside of their original context.
- Be mindful that if you identify your affiliation with the College, other users may naturally associate you with the College.
- Be thoughtful in decisions to respond to invitations or accept a request from another person. It is important to recognize that there is a potential for misinterpretation of relationships such as faculty-student, supervisor-supervisee, staff-student in social interactions.
- All copyright infringement, defamatory, proprietary, libel or obscene (as defined by the courts) laws apply to social media communication.

Students found in violation of the Code of Academic and Professional Ethics may be subject to disciplinary action including involuntary withdrawal from the College.