TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO

Operating Policy and Procedure

HSCEP OP: 67.03, **Use of Social Media**

PURPOSE: The purpose of this Texas Tech University Health Sciences Center El Paso (TTUHSC El Paso) Operating Policy and Procedure (HSCEP OP) is to establish policy on the use of social media for all institutional-affiliated accounts, including, but not limited to TTUHSC El Paso departments and student groups, Texas Tech Physicians of El Paso department and physician accounts and Texas Tech Dental Oral Health Clinic. 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 HSCEP OP will be reviewed on June 1 of every year by the social media manager or designee, with recommendation for revisions forwarded to the Assistant Vice President for Institutional Advancement (IA) by June 15.

POLICY/PROCEDURE:

I. Institutional Social Media.

All social media accounts – department- or student-group – created to promote events and engagement in the community are considered institutional channels and subject to the same rules of conduct, branding and messaging as the institution's primary social media channels.

1. TTUHSC El Paso Departments that are actively engaged with external audiences and Student Organizations/Chapters with National Affiliations may request to register a site by contacting the Office of Institutional Advancement (IA). IA may deny a request for registration or cancel accounts based on inactivity, lack of professional content, repetitive duplication of content on other social media sites, or failing to comply with TTUHSC El Paso branding standards. IA must be notified within 48 hours if there are any changes on social media page usernames, passwords, and/or page administrators.

2. Student groups may also request social media channels, but must demonstrate a comprehensive plan to build external engagement and reach. All students who request accounts on behalf of a student group must provide proof of account transfer protocol to ensure channels are maintained after the requestor(s) have graduated. Approvals will be contingent on viability of submitted plan. Failure to include transfer protocol will result in automatic denial of the request.

3. Posts about or on behalf of TTUHSC El Paso are to be made only on authorized social media sites (Facebook, Twitter, Instagram, LinkedIn, etc.) that have been registered with IA.

4. All registered TTUHSC El Paso social media pages must reference the full or properly abbreviated name of the university or clinic (e.g., Texas Tech University Health Sciences Center El Paso or TTUHSC El Paso).

   a. Example:
   Facebook/Instagram handle: @department_ttuhscep
   Facebook page name: Department at TTUHSC El Paso. Portions of the university or

clinic name (e.g., Texas Tech) followed by a department or office name, are not permitted.

    b. For Texas Tech Physicians of El Paso affiliate accounts, follow naming convention as:
Facebook/Instagram handle: @department_ttpelpaso
Facebook page name: Department at TTP El Paso

5. All authorized social media sites should adhere to branding guidelines in relation to intellectual property, logos, trademarks and copyrights. For questions regarding branding, contact IA.

6. All posts to social media channels should protect the institution's voice by remaining professional in tone and in good taste. Failure to adhere to branding policies could result in termination of social media account(s).

7. All institutional social media pages must have a designated employee who is responsible for content and serves as the department's social media contact. Departments should consider messaging, audience and goals, as well as a strategy for keeping information on social media sites current. Social media sites should be updated weekly with relevant content. IA can assist with social media planning, if necessary.

8. Whenever possible, posts should be brief and link back to the TTUHSC El Paso website. When linking to a news article about TTUHSC El Paso, always try to link to content on the existing TTUHSC El Paso news sites -- such as https://www.techtalkelpaso.com – before linking to publications or other media outlets.

When sharing external sources, such as news articles mentioning TTUHSC El Paso or Texas Tech Physicians of El Paso, exercise sensible judgment with what is shared onto institutional social media channels. Ensure that the publication or news outlet is credible and keeps the university and associated TTP EP clinics in a positive light. If you're unsure, contact IA.

9. TTUHSC El Paso social media sites may encourage users to provide comments, videos and links. In such circumstances, 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.

10. In the case of frequent spam, IA recommends commenting be disabled on all channels.

11. For departments who wish to publicize information but do not have a registered page, IA can assist in posting such information on the appropriate site.

12. 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. Photographs, audio or video recordings may only be made or posted 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.**

II. *Personal Social Media Communications*

1. Personal communications using social media platforms may not contain the TTUHSC El Paso name as an identifier (e.g. username, screen name). If an individual is identified as a TTUHSC El Paso faculty or staff member, the communication should state that the views expressed are not those of the university.

2. Persons are prohibited from sharing confidential or proprietary information about TTUHSC El Paso and must maintain patient and student confidentiality. 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.

3. TTUHSC El Paso intellectual property, logos, trademarks and copyrights may not be used in any manner on personal social media sites. When posting, individuals must adhere to the copyright and intellectual property rights of others and of the university.

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

5. All representation of TTUHSC El Paso intellectual property on social media should adhere to the institutional standards of conduct and ethics. For full standards details, visit HSCEP OP 52.06.

REQUESTS FOR SOCIAL MEDIA SITES FAQ

I. **What information must I submit in my request for social media use?**
A Social Media Account Request Form will be given to you once TTUHSC El Paso's Office of Institutional Advancement determines your department or organization is eligible for a social media account.

Things to Consider

Frequency: TTUHSC El Paso asks that social media accounts have, at a minimum, three posts a week. If you do not believe you have enough content or time to keep up that pace, consider whether your department really needs its own social media account. If there are events you want to promote, TTUHSC El Paso's main social media accounts – with thousands of built-in followers – are a better place to do so.

Objective: Consider what you would use a social media account for, and whether those purposes might be better served though TTUHSC El Paso's main social media accounts and other communication outlets, including The Scope, Tech View, Tech Talk and campus monitors.

Audience: Who are you hoping will see your posts? Remember that TTUHSC El Paso's main social media accounts already have thousands of followers. Starting from scratch might not be the best move.

Expectations: Realize that an audience/following will take some time to develop.

Platform variations: Each social media platform has different uses and requirements. While a Facebook account should post at least three times a week, a Twitter account should post more often. Instagram will need something visually interesting with each post. **Please also understand that each platform reaching a different demographic.** Instagram, generally speaking, reaches a younger demographic than Facebook. Twitter reaches a broad demographic and Linked In, a career-focused demographic.

II. **What social media channels are my department/organization permitted to have?**
Instagram
Facebook

III. **If I am approved to have a social media account, what guidelines must I follow?**

- o Remember that everything you post is a reflection of the university and its affiliates.
- o Set goals with your page and posts.
- o University social media sites may not host paid advertising.
- o Be direct, but conversational.
- o Post accurate, grammatically correct and useful information for your reader.

IV. **Only TTUHSC El Paso approved logos can be used for all branded posts, including profile and cover images.**
Please consult with the IA for your branding needs.

Can I promote vendors or outside companies/agencies/ affiliates?
You cannot promote the services of other vendors unless you are part of a university-sanctioned partnership. You can reference national affiliates/chapters, scientific journals, and other organizations as long as you are part of a joint venture, program, initiative. Please consult with IA for joint posts.

IN THE EVENT OF A CAMPUS EMERGENCY

In the event of an emergency or crisis at TTUHSC El Paso, page administrators of secondary TTUHSC El Paso social media pages are asked to share only posts that have been approved and posted by the main TTUHSC El Paso accounts.

- Do NOT send out messages during an emergency situation that have not been approved IA and already published on main TTUHSC El Paso channels.
- Unless official communications are being shared on a page related to the emergency situation, all other pages should remain silent.
- Sharing information (tweets from media outlets, students, or other users) that has not been approved by appropriate TTUHSC El Paso officials may cause confusion, perpetuate the emergency or impede investigation.

PRIVACY AND ACCOUNT SECURITY

- Do not post confidential information about TTUHSC El Paso, students, faculty or staff.
- Do not post photos of minors (under 18) without a signed photo consent form from their parents.
- Even with a signed consent form from a parent, it is recommended that photos of children be limited to wide shots that do not focus on a single child's face, or do not show their faces at all.
- Posting photos of TTUHSC El Paso students in a class setting who have not signed FERPA forms consenting to have the photos used publicly may violate their right to privacy under FERPA law.

POLICY OVERVIEW

- Keep the number of administrative publishers to a minimum and have rules in place for managing login credentials.
- Comply with applicable copyright and fair use laws to the fullest extent.
- Know and follow the TTUHSC El Paso's policies, rules and regulations.
- Be knowledgeable and comply with applicable privacy laws, rules and regulations, including the Family Educational Rights and Privacy Act of 1974 (FERPA) which protects students' personally identifiable information in educational records.