



California Northstate University

Social Media and E-Professionalism Policy

I. Policy Statement

California Northstate University (the “University”) requires all Employees and students to uphold the core principles of the Honor Code Of the college of attendance at each student, faculty member and staff member at CNU which includes: respect, honesty and integrity, legal and ethical behavior, and professionalism in all aspects of their lives. The honor code is also applicable to E-Professionalism in the use of social media and other digital and electronic platforms.

II. Purpose

This policy establishes digital and electronic platform usage guidelines for University Employees and students to ensure that they are representing themselves and the University professionally on and off campus.

No employee and student shall post proprietary and/or confidential information without explicit approval from Legal Department. Fail to do so is a significant violation and will be subject to appropriate level of disciplinary action.

III. Scope/Coverage

This policy applies to all current University Employees and students.

Social Media includes any social networking sites and other digital and electronic platforms including but not limited to blogs; video sharing sites ,photo sharing sites and any group chats (e.g., Facebook, Myspace, Twitter, LinkedIn, YouTube, Tik Tok, , Flickr, Snapchat, Instagram, etc.);

IV. Procedure

The following information will be included in the Employee (Faculty and Staff) and Student Handbooks:

Social Media

Employees and students are to maintain a professional and civil demeanor at all times over social media. Employees and students must avoid posting or being tagged in text, photos, or videos that may be professionally compromising. Employees and students should monitor their sites to seek removal of unprofessional public posts by others. Using social media to insult, threaten, defame, harass, disparage or bully another person or entity or to engage in copyright or trademark infringement, misappropriation of trade secrets, discrimination, or related



actions, or for any other purpose that is illegal, against University policy, or not in the best interest of the University is prohibited and will be subject to disciplinary action. The use of social media during class time is unacceptable.

Confidential and/ or Proprietary Information

Employees and students are required to abide by HIPAA (Health Insurance and Portability and Accountability law) and related jurisprudence in treating patient information as confidential. Employees and students are prohibited from the following:

- Discussing specific patients' online, unless on secure healthcare-related networks, even if all identifying information is excluded.
- Posting pictures of patients online without the specific prior written permission of the patient (or legal guardian, in the case of a minor).
- Disclosing confidential University information including, but not limited to, student records, personal information of Employees and students or employees, and non-public strategies.
- Any information obtained in the cause of performing function on behalf of the University and the Colleges are considered as privileged and proprietary information.

Representation of University Entities

Representing one's personal opinions as institutionally endorsed by the University or any of its entities is prohibited. Employees and students should maintain the privacy of fellow student colleagues and University/College employees unless they have been given prior written permission to use the person's likeness or name. Employees and students are not allowed to use the University or College logos unless they have received prior written permission from authorized University personnel CNU's Legal Office. While Employees and students are encouraged to share information about their experiences at the University online, they should be transparent regarding their relationship with the University or College and be truthful, accurate, and complete in describing the University programs and services.

Violation of the Social Media and E-Professionalism Policy

Any violation of this policy is a breach of the CNU Code of Conduct and will result in disciplinary action, including citation, suspension and up to dismissal from the University and or termination from the employment. In addition, appropriate legal action against the offending individual(s) or organization(s) may also be pursued.



CALIFORNIA NORTHSTATE UNIVERSITY

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Associated forms:

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