



Social Media and E-Professionalism

I. Policy Statement

California Northstate University (the “University”) requires all students to uphold the core principles of the Honor Code which includes E-Professionalism in the use of social media in addition to respect, honesty and integrity, legal and ethical behavior, and professionalism in all aspects of their lives.

II. Purpose

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

III. Scope/Coverage

This policy applies to all current University students.

Social Media includes social networking sites (e.g., Facebook, Myspace, Twitter, LinkedIn, etc.); blogs; video sharing sites (e.g., YouTube, Vine, etc.); and photo sharing sites (e.g., Flickr, Instagram, etc.).

IV. Procedure

A. Social Media

Students are to maintain a professional demeanor at all times over social media. Students must avoid posting or being tagged in text, photos, or videos that may be professionally compromising. 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. The use of social media during class time is unacceptable.

B. Confidential Information

Students are required to abide by HIPAA (Health Insurance and Portability and Accountability law), FERPA (Family Educational Rights and Privacy Act) and related jurisprudence in treating patient information as confidential. Students are prohibited from:

- i. Discussing specific patients online, unless on secure healthcare-related networks, even if all identifying information is excluded.
- ii. Posting pictures of patients online without the specific prior written permission of the patient (or legal guardian, in the case of a minor).



- iii. Disclosing confidential student and University information including, but not limited to, student records, personal information of students or employees, and non-public strategies.

C. Representation of University Entities

Representing one's personal opinions as institutionally endorsed by the University or any of its entities is prohibited. 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. Students are not allowed to use the University or College logos or image unless they have received prior written permission from authorized University personnel. While students are encouraged to share information about their experiences at the University online, they should be transparent in regard to their relationship with the University or College and be truthful, accurate and complete in describing the University programs and services. Any student using the University logo or image for any website not in the immediate control of the University shall grant authorized University personnel administrator rights to that website, including any passwords that are necessary to edit the site. Students not willing to adhere to that policy will be denied permission to use the University's logo and any affiliated or recognizable imaging.

D. Violation of the Social Media and E-Professionalism Policy

Any violation of this policy may result in disciplinary action suspension and other actions up to or dismissal from the University. In addition, appropriate legal action against the offending individual(s) or organization(s) may also be pursued.

Associated forms:

Example form
Example form
Example form

Approval record:

APPROVED: PEC May 7, 2020
REVIEW: every three years (or more often if required)