



## Social Media Guidelines

Representing the University of Michigan and the School of Dentistry is an honor and a privilege provided to a select group of individuals. Along with that privilege comes a set of expectations and responsibilities as a Michigan student.

Through social media, you are being monitored by more individuals than ever before. Everything you do in these forums should positively represent the University, the School of Dentistry and your profession. Used responsibly, social media can be a great way to interact with friends, colleagues, prospective students and the public and promote the School and the profession of dentistry. Used irresponsibly it can be a quick way to destroy your reputation in 140 characters or less...and to potentially put you at risk for dismissal! This resource provides some tips and suggestions for using social media responsibly and effectively.

- **DO** set your security settings so that only your friends can see your account.
- **DON'T** accept friend or follow requests if you are not sure who they are coming from.
- **DO** understand that who you have listed as Followers or Friends is a reflection on you.
- **DON'T** put anything on social media that you would not want your family, your future employers, those reading the front page of the paper, or the whole world to see.
- **DO** think before you post, tweet or retweet – “Will this positively reinforce my image and my reputation”?
- **DON'T** post patient photos or personal patient information.
- **DO** remember that sharing patient information is a HIPAA violation and is subject to sanctions.
- **DON'T** post offensive language, personal attacks or racial comments.
- **DO** ask questions if you are not sure what you are doing is ok.
- **DON'T** post or tweet material presented during a course.
- **DO** talk to the [Director of Communications](#) about how to use social media to your advantage.
- **DON'T** post when you are emotional. You are more likely to say something you will regret.
- **DO** be familiar with the University’s social media policy ([SPG 601.07](#)) and the consequences for violating it.
- **DON'T** post anything that could be construed as an endorsement or promotion of a business product or service, even if the business is owned by a relative or friend.

Other Resources:

<http://www.voices.umich.edu/docs/Social-Media-Guidelines.pdf>

[http://mmd.umich.edu/forum/resources\\_socialguide.php](http://mmd.umich.edu/forum/resources_socialguide.php)

Privacy Settings

Facebook: <https://www.facebook.com/help/325807937506242/>

Twitter: <https://support.twitter.com/articles/14016-about-public-and-protected-tweets#>