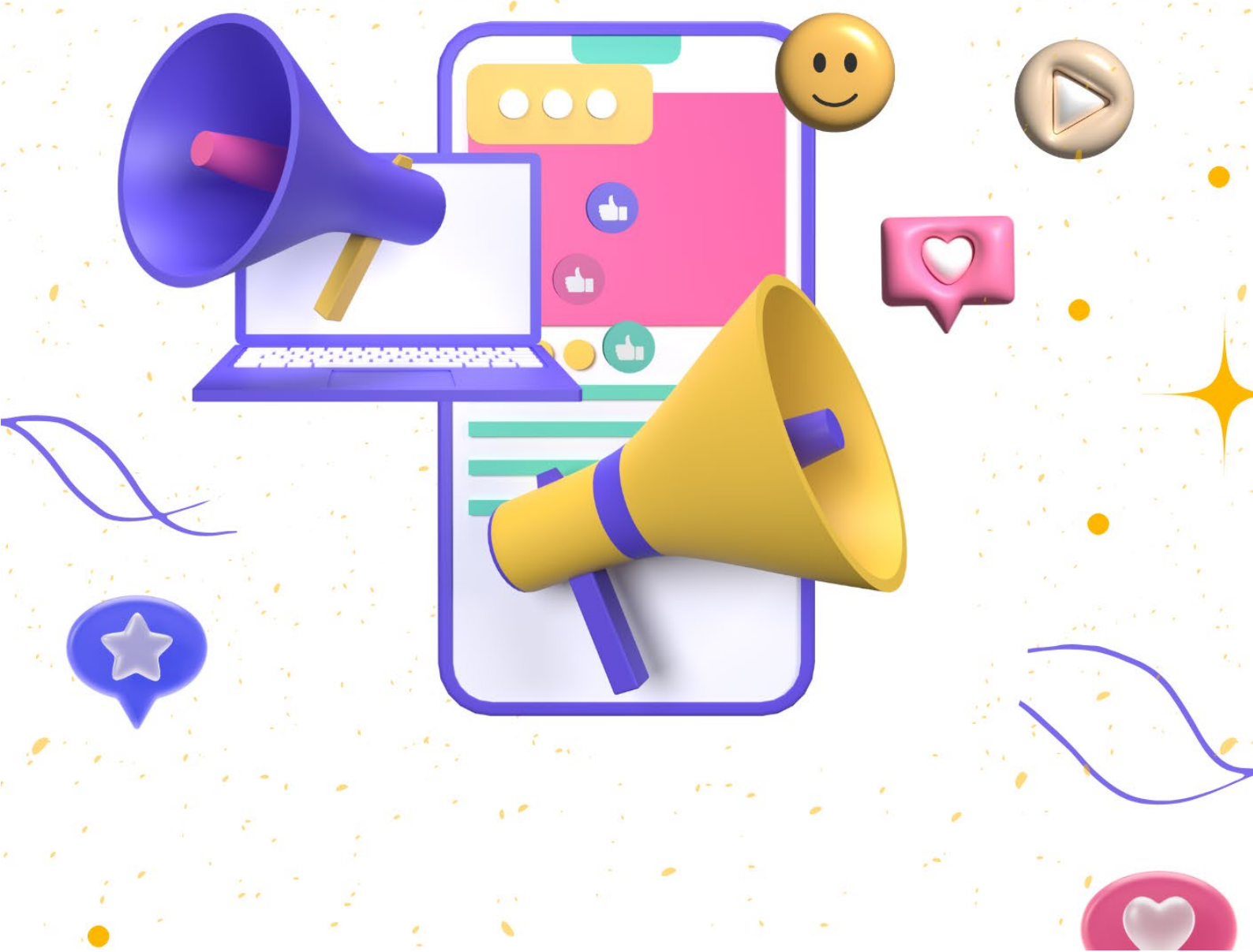


# SOCIAL MEDIA GUIDELINES FOR STUDENTS



# Welcome to the IMU UNIVERSITY's Social Media Guidelines for Students

Social media platforms popular ways for people to connect and share content. As IMU UNIVERSITY students, it's important to remember that what you post online can be seen by many people and can have a lasting impact. Here are some guidelines to help you use social media responsibly.

## DEFINITION

Social media are websites and applications where you can create a profile, share content, and connect with others. Examples include Facebook, X, LinkedIn, Pinterest, TikTok, Instagram, YouTube, online reviews, WhatsApp and Telegram. This list is not exhaustive as new applications are introduced ever so often.



## GUIDELINES FOR ETHICAL/PROFESSIONAL BEHAVIOUR

### a) Professionalism

- i. Your posts on social media should meet the same standards of professionalism as your in-person interactions. Remember, what you post online can be easily seen by others and may be subject to scrutiny. Any unprofessional behaviour at IMU University/School/Centre, including posting comments that are unprofessional or violate privacy, may result in disciplinary action.
- ii. Treat your online statements as if you are speaking in a public place.
- iii. Respect copyright laws and only post content that you have the right to use.

- iv. Your online presence reflects on IMU UNIVERSITY, so make sure your content aligns with the university and school's values and professional standards.
- v. Do not use IMU UNIVERSITY logos on social media without a written permission. Healthcare-related blogs should include a disclaimer:  
*“The posts on this site are my own and do not necessarily represent the positions, strategies, or opinions of the IMU UNIVERSITY.”*
- vi. Be cautious about what you post online, as it can have legal consequences. Comments made regarding care of patients or that portray you or a colleague in an unprofessional manner can be used in court or other disciplinary proceedings in IMU UNIVERSITY.
- vii. Monitor and manage what others post on your profile to maintain a professional image. It may be useful to block postings from individuals who post unprofessional content.
- viii. Avoid giving specific professional advice.



## b) Privacy

- i. Regularly check and adjust your privacy settings on social media for security.
- ii. You may want to limit who can see your personal information and photos to those you trust.
- iii. Avoid sharing sensitive personal information like addresses or phone numbers.
- iv. Be mindful of photos you are tagged in and ensure they are appropriate.
- v. Respect the privacy of colleagues and healthcare professionals when mentioning them online.

## c) Confidentiality

- i. Protect patient privacy on social media just as you would in any public setting.
- ii. Avoid discussing patient details online, as even without names, someone could identify them.
- iii. Do not post photos of patients or their body parts without written permission. Remember, even if you have permission, such photos may be downloadable and forwarded by others.





**d) Patient contact**

- i. It's best to avoid interacting with patients on social media to maintain a professional relationship. This provides an opportunity for a dual relationship, which can be damaging to the doctor-patient relationship, and can also carry legal consequences.
- ii. Do not add private patient information from social media to their medical records without consent.

**e) Social media in clinical settings**

- i. Refrain from using personal social media during teaching, learning sessions, or clinical work.





**OUR  
CORE VALUES**



# Embody Ethics And Professionalism

At our core, we believe in being accountable, ethical, efficient, resourceful, and competent. We strive to turn our dreams into reality by embodying these values in everything we do.

# Lead with a Service-mindset

As leaders, we serve our stakeholders while advocating their needs. We can all make a positive impact by being innovative, responsive, and compassionate in thought and action.

# Strive for a Better World

We are committed to making the world a better place. We do this by focusing on sustainability, health equity, and global citizenship. Our goal is to help create a brighter future for everyone, and that's what empowers us.

*This document is reviewed periodically and updated as needed. Students may refer to their Student Handbook for additional information and policies and procedures.*