Social Media Guidelines for IMU Staff

International Medical University [IMU]

OVERVIEW & RATIONALE

Social media is a powerful communication platform and is increasingly having an impact on organizational and professional reputations. Because they blur the lines between personal voice and institutional voice, the International Medical University [IMU] has crafted the following social media guidelines to help clarify how best to enhance and protect personal and professional reputations when using social media.

Emerging platforms for online collaboration are fundamentally changing the way we work, offering new ways to engage with students, colleagues, and the world at large. It's a new model for interaction and we believe social media can help us build stronger, more successful relationships. These are the official guidelines for social media at International Medical University [IMU].

If you're contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off IMU — these guidelines are for you.

DEFINITION

Social media are spaces on the internet where users can create a profile, share/generate content, and connect with others (individuals or entities) to create a personal network or website. Examples include Facebook, Twitter, Blogger, LinkedIn, Flickr, and Foursquare.

SOCIAL MEDIA GUIDELINES

✓ **Be transparent.**
Be honest about your identity. If you are authorized to represent IMU in social media, say so. If you choose to post about IMU on your personal time, please identify yourself as an IMU faculty or staff member. Never hide your identity for the purpose of promoting IMU through social media. A good resource about transparency in online communities is the Blog Council's "Disclosure Best Practices Toolkit" at http://blogcouncil.org/disclosure/.

✓ **Be accurate.**
Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible; after all, that's how you build community. If you make an error, correct it quickly and visibly. This will earn you respect in the online community.

✓ **Be respectful.**
You are more likely to achieve your goals or sway others to your beliefs if you are constructive and respectful while discussing a bad experience or disagreeing with a concept or person.

✓ **Be a valued member.**
If you join a social media network like a Facebook group or comment on someone's blog or Twitter make sure you are contributing valuable insights. Don't post information about topics like IMU events or a book you've authored unless you are sure it will be of interest to readers. Self-promoting behaviour is viewed negatively and can lead to you being banned from Web sites or groups.

✓ **Think before you post.**
There's no such thing as a "private" social media site. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it's wise to delay posting until you are calm and clear-headed.

✓ **Maintain confidentiality.**
Do not post confidential or proprietary information about IMU, its students, its alumni or your fellow employees. Use good ethical judgment and follow university policies. If you discuss a situation involving individuals on a social media site, be sure that they cannot be identified.

✓ **Respect university time and property.**
University computers and your work time are to be used for university-related business. It's appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem. You should maintain your personal sites on your own time.

If you post on behalf of IMU:

✓ **Be transparent.**
If you participate in or maintain a social media site on behalf of the IMU, clearly state your role and goals. Discuss with your superiors when you are empowered to respond directly and when you may need approval.

✓ **Be connected.**
If you have been authorized by IMU to create an official IMU social media site or a video for posting in locations such as YouTube, please contact IMU Marketing Department (marcom@imu.edu.my) for an approved logo and other images and to ensure coordination with other IMU official websites and content.

✓ **Be respectful.**
As an IMU employee, you understand IMU core values and respect for the dignity of others. Some online communities can be volatile, tempting users to behave in ways they otherwise wouldn't. Your reputation, and IMU's, are best served when you remain above the fray.

✓ **Be thoughtful.**
If you have any questions about whether it is appropriate to write about certain kinds of material in your role as an IMU employee, ask your Dean/superior officer before you post.

✓ **Notify the university.**
Schools/Programs/Departments/units that have a social media page or would like to start one should contact the eLearning Manager in IMU. If you are unsure who to contact please contact IMU communication coordinator to ensure all institutional social media sites coordinate with other IMU site and their content. All institutional pages must have a staff who is identified as being responsible for content. Ideally, this should be the head of department.

✓ **Upload photos wisely.**
Photographs posted on social media sites easily can be taken by visitors. A cautionary note on the use of 'sourced photos' and the need for acknowledgement of the source is vital. The rule and regulations governing 'photographing in the clinical setting ' needs to be followed – a very important reminder –as it is ethically wrong to photograph patients and places in the clinical setting without permission from the authorities. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

✓ **Have a plan.**
Schools/Programs/Departments/units should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date. IMU eLearning department can assist and advise you with your social media planning.

Personal Site Guidelines

✓ **Be authentic.**
Be honest about your identity. In personal posts, you may identify yourself as an IMU faculty or staff member. However, please be clear that you are sharing your views as a member of the higher education community, not as a formal representative of IMU. This parallels media relations practices at IMU.

A common practice among individuals who write about the Academic institutions and industry in which they work is to include a disclaimer on their site, usually on their "About Me" page. If you discuss higher education on your own social media site, we suggest you include a sentence similar to this:

"The views expressed on this [blog, Web site] are mine alone and do not necessarily reflect the views of International Medical University."

This is particularly important if you are a department head or administrator.

✓ **Don't be a mole.**
Never pretend to be someone else and post about IMU. Tracking tools enable supposedly anonymous posts to be traced back to their authors. There have been several high-profile and embarrassing cases of company executives anonymously posting about their own organizations.

✓ **Take the high ground.**
If you identify your affiliation with IMU in your comments, readers will associate you with the university, even with the disclaimer that your views are your own. Remember that you're most likely to build a high-quality following if you discuss ideas and situations politely.

✓ **Be aware of liability.**
You are legally liable for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libellous or obscene (as defined by the courts). Employers are increasingly conducting Web searches on job candidates before extending offers. Be sure that what you post today will not come back to haunt you.

✓ **Don't use the IMU logo or make endorsements.**
Do not use the IMU logo, or any other IMU marks or images on your personal online sites. Do not use IMU's name to promote or endorse any product, cause or political party or candidate.

✓ **Protect your identity.**
While you want to be honest about yourself, don't provide personal information that scam artists or identity thieves could use against you. Don't list your home address or telephone number or your work telephone or e-mail address. It is a good idea to create a separate e-mail address that is used only with their social media site.

✓ **Monitor comments.**
Most people who maintain social media sites welcome comments—it builds credibility and community. However, you can set your site so that you can review and approve comments before they appear. This allows you to respond in a timely way to comments. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.

✓ **Avoid patient contact.**
Interactions with patients within social media sites are prohibited. This provides an opportunity for a dual relationship, which can be damaging to the doctor-patient relationship, and can also carry legal consequences.

✓ **Listen before you engage.**
Use online monitoring tools (e.g. Social Mention: http://www.socialmention.com/) to listen to the community before you engage. Listening allows you to better serve your constituents.

✓ **Be a leader and set a positive tone.**
There can be a fine line between healthy debate and incendiary reaction. You do not need to respond to every criticism or barb. Frame your comments and posts to invite differing points of view without inflaming others. Some topics, like politics or religion, slide more easily into sensitive territory. Please be careful and considerate when discussing sensitive issues. When disagreeing with others' opinions, keep it appropriate and polite. If the user is leaving inflammatory remarks, use your best judgment to defuse the situation. If you cannot meaningfully help the user, sometimes not responding is the best course of action.

✓ **Redirection is recommended over advice.**
It is recommended that you avoid giving specific advice to students, alumni or the community in a public social community (i.e. counselling, major requirements, financial aid, etc.). If specific advice is needed, take the conversation offline or redirect the community member to the proper department.
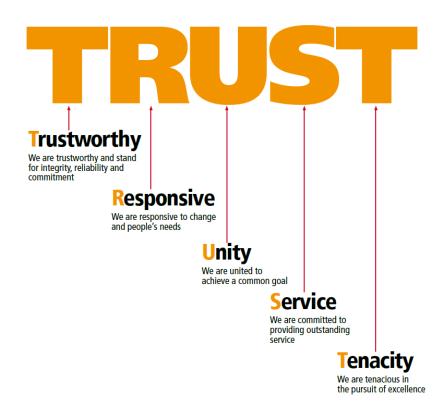
✓ **Pause if you intuition says so!**
If you are about to publish something that makes you even the slightest bit uncomfortable, then take a minute to review these guidelines and think about your post. If you are still unsure, you might want to discuss the topic with your Boss or mentor.

✓ **Use proper grammar and proof read before you post**
  We recommend writing your posts in a word processor before posting to help detect spelling and grammar errors.

Most of these guidelines are common sense, but common sense may not be enough where personal opinions and legal and human resource departments collide. Remember that IMU integrity and reputation, as well as your own, are in your hands. If you are unsure of the correct action or behaviour at any stage, speak to your mentor/senior/HOD. Always remember your core values [**TRUST**]. Focusing on what is important to you and knowing where your boundaries and expectations are is critical.

TRUST

Trustworthy
We are trustworthy and stand for integrity, reliability and commitment

Responsive
We are responsive to change and people's needs

Unity
We are united to achieve a common goal

Service
We are committed to providing outstanding service

Tenacity
We are tenacious in the pursuit of excellence

TRUST builds Tomorrow's Leaders
We transform and inspire individuals to be tomorrow's leaders

References:
IMU social medial guidelines are adapted with permission from the following social media policies:
- *Intel Corporation: http://www.intel.com/content/www/us/en/legal/intel-social-media-guidelines.html*
- *DePaul University: http://brandresources.depaul.edu/vendor_guidelines/g_socialmedia.aspx*
- *California State University: http://www.csufresno.edu/ucomm/standardsmanual/Fresno_State_SM_Etiquette_Dec091.pdf*