

SOCIAL MEDIA GUIDELINE

Blogs, social networks, and other forms of online publishing are informal media avenues also used to communicate to key audiences. The University of Alberta encourages employees to use the Internet to blog and talk positively about the university and its offerings. Social media tools available through U of A technology resources are intended solely for business purposes and must not be used for personal purposes during work hours.

Social media include but are not limited to blogs, podcasts, discussion forums, Really Simple Syndication (RSS) feeds (i.e., twitter), video-sharing (i.e., YouTube, Google video, etc), and social networks (i.e., facebook, LinkedIn, Myspace). Employees proactively engaging in social media should adhere to the following guidelines when sharing information on these social media sites:

- **Identify yourself.**
When you are communicating in any social media realm, say who you are and who you work for. Transparency and honesty are paramount in the blogosphere. Be certain to indicate that you are speaking for yourself and not on behalf of the Faculty of Medicine & Dentistry (FoMD).
- **Use a disclaimer.**
Make it clear that what you say is representative of your views and opinions and do not represent the views of the FoMD. Examples: 1) Postings on this site are my own and do not represent the FoMD's positions, opinions or strategies. 2) This is a personal website and solely reflects my personal opinions. It does not represent the views of my employer or any other organization with which I'm affiliated.
- **Information posted on the Internet can be traced back to its author and is a permanent statement.**
Be honest, respect copyright laws and take responsibility for your posts.
- **Do not promote or endorse other services, causes or opinions.**
Contact the Office of Communications for the FoMD if you or your client would like public recognition.
- **If a negative post or comment is found online, do not counter with another negative comment.**
Contact the Office of Communications if you would like to respond to a misrepresentation.
- **Post meaningful, value-added information.**
We encourage you to blog about information that pertains to your work and that which improves knowledge or skills. Do not spam. Do not post any information that is private, confidential or relates to a FoMD project (except with the consent of the key stakeholders or others as appropriate).
- **Never comment or participate in dialogue concerning patients or legal matters or litigation, or with any parties with whom the FoMD may be in litigation.**
Comments could jeopardize legal transactions that the FoMD is involved with.
- **Be the first to respond if you've made a mistake.**
If you make an error, be honest and correct it quickly.
- **Some sessions may be moderated and if deemed inappropriate, shut down accordingly.**
- **When in doubt, contact the [Office of Communications](#) of the FoMD.**