



Pima Medical Institute
Policy and Procedure
Social Media Policy
Effective August 27, 2013

I. Policy

PMI students and employees are required to follow the Social Media Standards and Code of Conduct, which identify the acceptable use of school related social media technologies.

II. Purpose

Ensure responsible use of school related social media maintaining both legal and ethical standards as related to student, employee, and organizational social media use.

III. Procedure

PMI intentionally uses social media to advance Pima Medical Institute and build relationships within our community including prospective and current students, employers and alumni. PMI recognizes the open nature of social media and regardless of an account's privacy settings, all posts to social media sites should be considered public; this applies to personal accounts as well as institutional accounts.

Social Media Standards and Code of Conduct:

Employees are subject to the same laws, professional expectations, and guidelines when interacting online as in-person with prospective and current students, employers and alumni.

PMI students and employees are required to:

- Protect confidential and proprietary information: All persons must follow the applicable federal requirements such as FERPA and HIPAA
- Respect the organizations' copyright and fair use policy
- Maintain accountability for all activity conducted with a PMI e-mail address.
- Respect others' privacy: Social networks are in the public realm and are not appropriate venues for the discussion or dissemination of private matters.
- Refrain from conducting or disseminating unsolicited or unauthorized advertising and/or promotional materials.
- Refrain from use if unacceptable language/content: Derogatory comments, including racially or sexually motivated and sexually explicit materials are not permitted.

PMI employees cannot:

- Require or request students and/or prospective students to divulge personal social media user names or password
- Require that students access their accounts in an employee presence
- Divulge any student personal social media information.

The expectation for students is to adhere to the PMI Social Media Code of Conduct for both personal and school hosted social media sites.

By submitting content to any PMI social media sites, users understand and acknowledge that this information is available to the public and that the organization may choose to use this information for internal and external promotional purposes. Posted information by other participants is beyond the control of Pima Medical Institute.

Pima Medical Institute has the right to remove social media content for any reason. Users are fully responsible for the content they load on any of the school's social media sites. If the posting is in violation of the school's published Social Media Standards and Code of Conduct, Harassment policy, or Employee Guidebook policies, it will be directed the school administration for disciplinary action.