



**DEPARTMENT OF PHYSICIAN ASSISTANT STUDIES  
POLICY**

<b>POLICY NAME:</b>	<b>SOCIAL MEDIA</b>
<b>RESPONSIBILITY For Development/Review:</b>	<input type="checkbox"/> University Admin <input checked="" type="checkbox"/> Dept. Chair/ Program Director <input checked="" type="checkbox"/> Academic Director <input checked="" type="checkbox"/> Clinical Director <input checked="" type="checkbox"/> Faculty <input checked="" type="checkbox"/> Medical Director <input checked="" type="checkbox"/> Administrative Secretary
<b>APPROVED BY:</b>	Faculty
<b>DATE CREATED:</b>	4/1/2014
<b>DATE REVISED:</b>	2/26/2025
<b>REVIEWED: Annually</b>	2/26/2025
<b>SUPPORTIVE DOCUMENTS:</b>	DPAS Student and Policy Handbooks MU Student Conduct Code <a href="https://www.mercyhurst.edu/handbook">https://www.mercyhurst.edu/handbook</a>
<b>OCCURANCE:</b>	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input checked="" type="checkbox"/> Yearly <input checked="" type="checkbox"/> As Needed
<b>PURPOSE:</b>	To define DPAS social media standards and policy.
<b>POLICY:</b>	<p>Students must maintain ethical and professional standards as applied to the use of social media. Students are expected to protect privacy in accordance with the HIPAA Privacy Rule of patients, preceptors, professors and self at all times and are not to publicly display inappropriate, unprofessional communications.</p> <ol style="list-style-type: none"> <li>1. Students must maintain patient privacy and confidentiality at all times and must refrain from posting identifiable patient information online to include photos, recordings or any protected patient information in accordance with HIPAA Privacy Rule.</li> <li>2. When using the internet for social networking, students should use privacy settings to safeguard personal information and content to the extent possible, but should realize that privacy settings are not absolute and that once on the internet, content is likely there permanently.</li> <li>3. Students are not permitted to post or share course content of any kind, this may include but not limited to recordings, photos, lectures, handouts or assessment instruments.</li> <li>4. Students should routinely monitor their own internet presence to ensure that the personal and professional information on their own sites and, to the extent possible, content posted about them by others is accurate and appropriate.</li> <li>5. Students who have interaction with patients on the internet must maintain appropriate boundaries, in accordance with professional ethical guidelines, just as they would in any other context. In maintaining appropriate professional boundaries students should consider separating personal and professional content online.</li> </ol>

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	<ol style="list-style-type: none"><li>6. When students see content posted by others that appears unprofessional they have a responsibility to bring that content to the attention of the Department Chair/Program Director.</li><li>7. Students are to be professional in all communications. Cyberbullying of fellow students, faculty, staff, preceptors or patients will not be tolerated.</li><li>8. Students are to not attempt or request to personally interact in social media with faculty, staff, preceptors or patients.</li><li>9. Per University policy, social network sites, other digital platforms, and distribution mechanisms facilitate student communication. Mercyhurst University believes that such sites provide students with opportunities to interact with individuals in innovative and creative ways. It is critical, however, that students are fully aware of the potential negative consequences arising out of irresponsible and inappropriate conduct on these sites. Mercyhurst students are encouraged to exercise good judgment if they choose to engage in online social networking.</li><li>10. Students must recognize that actions online and content posted may negatively affect their reputations, may have consequences for their medical careers and undermine public trust in the University, Department and profession.</li><li>11. Per University policy, students will be held responsible for any actions that compromise the integrity of the University. For example, photos or statements placed on these social networks that depict harassment (including sexual harassment); vandalism; underage drinking or consumption of alcohol in violation of Mercyhurst University's alcohol policy; hazing; and selling, possessing, or using controlled substances can be used in student conduct proceedings and disciplinary actions as defined in the student handbook available at MU Handbook, MU Student Conduct Code: <a href="https://www.mercyhurst.edu/handbook">https://www.mercyhurst.edu/handbook</a></li></ol>
<b>OTHER NOTES:</b>	