General Guidelines for Use of Social Media

INTRODUCTION AND SCOPE

Social media can be a valuable and powerful means of communication. Yeshiva University and its constituent schools (collectively, the “University”) would like University faculty, administration, staff and students (“Users”) to keep these guidelines (the “Guidelines”) in mind when participating in social media—for example, when using a University e-mail address to participate in social media services, or when posting on a social media platform on behalf of the University with appropriate authorization—to protect both Users’ and the University’s interests. For purposes of these Guidelines, all such activity is referred to as “posting,” and “social media” includes social and professional networking sites and other participatory online media hosted by third parties where written information and other content, such as photographs, videos and audio files, are posted and published by users (who may include site administrators as well as independent third-party end users) using tools such as profiles, message boards, wikis, blogs, picture-sharing networks and online communities. Examples of social media include, but are not limited to, Facebook, Ning, Twitter, YouTube and Flickr.

These Guidelines are intended to supplement, not replace, the other policies and guidelines of the University. If you are a member of the University faculty, administration or staff and wish to create a University-related group, page, profile or other presence on a social media service, please refer to the University’s Guidelines Concerning University-Related Social Media Profiles. Also, please refer to the appropriate University Technology Resources Use Handbook for guidelines on appropriate use of University technology resources.

GENERAL GUIDELINES FOR PARTICIPATING IN SOCIAL MEDIA

Be careful about what you post. Each User is personally responsible for what he or she posts. Remember that anything you post may be public for a long time, even if you try to modify or remove it later.

Speak for yourself, not the University. This includes the following:

- For faculty, administrators, and staff—
  - Other than when you are speaking on behalf of the University with appropriate authorization, if you identify yourself as a University faculty member, administrator or staff member, or comment on a University-related issue while posting, you must include a prominent disclaimer stating that the views being expressed are your own and not necessarily the University’s views, and you must ensure that your words do not suggest that you are representing the University’s official position. (Take special care when posting and be thoughtful about how you present yourself in connection with the University; due to the nature of your position, your personal postings may be interpreted as the views and...
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opinions of, and will reflect on, the University even with standard
disclaimer language in place.)

- In general, personal social media activity should be kept distinct from
  professional social media activity, and communications with purely
  personal social media sites should be conducted from personal e-mail
  accounts only.

- If a member of the media contacts you to comment upon the University
  or any University affairs, please refer that person to the University’s
  office of communications and public affairs (“CPA”):

  **Yeshiva:** socialmedia@yu.edu
  **Einstein:** socialmedia@einstein.yu.edu
  **Cardozo:** lawpr@yu.edu

- **All postings and references to clinical trial recruitment must be approved**
  **by Einstein’s federally-mandated Institutional Review Board (IRB):**
  [http://www.einstein.yu.edu/irb](http://www.einstein.yu.edu/irb)

  Access to an advertising request form can be found [here](#). It's important to note
  that individual social media posts that direct users to clinical trial information
  and/or advertisements must also be approved by the IRB. Please contact
  Research Resource Navigator Eileen Shore at eileen.shore@einstein.yu.edu.
  She will review your request and get back to you. Individual posting to social
  media sites regarding clinical trial recruitment is not encouraged and requires
  case-by-case approval from the IRB. Eileen and her staff will post on your behalf
  to Einstein’s designated clinical trials Twitter feed.

- **For students** – If you identify yourself as associated with the University or
  comment on a University-related issue while posting, you should identify
  yourself as a student.

- **For all** – Users may not use University logos or marks unless authorized in
  advance to do so by the CPA. Additional questions regarding the use of
  University logos and other marks should be directed to the office of general
  counsel.

Protect Confidential Information and Personal Information. If you are a member of
the University’s faculty, administration or staff, the following guidelines apply:

- **Do not post Confidential Information**¹ or Personal Information² (including,
  without limitation, Personal Information about other individuals that may have

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¹ For purposes of these Guidelines, “Confidential Information” means any information relating to the
University’s operations that, if disclosed to an unauthorized individual or entity, could result in substantial
harm to the University. Confidential Information includes, but is not limited to, student information,
including financial, financial aid information and grades; business projections; business/academic plans;
proprietary processes; research information; compensation information; job performance ratings or
been obtained through your work at the University), and ensure that your online contributions comply with Health Insurance Portability and Accountability Act (HIPAA) and Federal Education Records Protection Act (FERPA) requirements.

- Do not comment on the University’s confidential financial information, such as future business performance, business plans or prospects, to anyone in any forum.
- Do not post during University meetings.

**Be respectful of others.** Users should be respectful of others in their communications, and refrain from posting statements that are false, misleading, obscene, defamatory, libelous, tortious, degrading, threatening, harassing, hateful, insulting, inflammatory, offensive, unlawful, fraudulent, discriminatory or invasive of the privacy of others.

**Respect laws.** Respect copyright, trademark, privacy, financial disclosure and all other laws. In accessing or using a social media site, do not engage in violations of the legal terms, codes of conduct or other requirements, procedures or policies of or governing such site. Do not post materials of others—such as photographs, articles or music—without first getting their permission. Attribute what you post; let others know where you get your materials and information, being particularly respectful of and compliant with copyright, trademark and other intellectual property and proprietary rights. Be careful about “reposting” information from other sites.

**Passwords.** It is the User’s responsibility to maintain the security of the password he or she uses to access a social media site (or features contained on such site).

**Privacy.** In accessing or using a social media site, Users should review such site’s Privacy Policy to understand how the site uses the information that Users provide. Be careful about revealing excessive personal information, including your birth date, contact information and personal pictures. Users who do not want their information to be publicly available should not post it online.

**Endorsements.** If you are a member of the University’s faculty, administration or staff and someone offers to pay you for participating in social media in or in connection with your role within the University or offers to pay you for or in connection with advertising or endorsements, this could create a conflict of interest. Please contact the University’s office of general counsel for further information.

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For purposes of these Guidelines, “**Personal Information**” means information that can be used to identify any individual. Personal Information includes an individual’s name, work or home address, e-mail address, telephone or facsimile number, Social Security number (SSN) or other government identification number, employment information and background information, financial information, medical or health information, such as an individual’s health insurance identification number or condition, account numbers, certificate or license numbers, vehicle identifiers and serial numbers (including license plate numbers), device identifiers and serial numbers, biometric identifiers (including finger and voice prints) and photographs. Personal Information may relate to any individual, including the University’s students, faculty, staff, officers, directors, consultants and individuals associated with students, faculty, staff, consultants, vendors and other third parties.
Keep track of time spent on University-related social media. If you are a member of the University’s faculty, administration or staff, keep track of the time you spend participating in social media–related activities on behalf of the University, to help ensure that targeted levels of participation are balanced with other responsibilities and that such time is spent furthering the University’s mission and goals. This includes, for example, time spent on posting announcements or invitations about University activities, linking to relevant news items or topics of interest to the University community and commenting in direct response to others’ social media posts on University-related social media profiles.

Report inappropriate conduct. If you are a member of the University’s faculty, administration or staff and feel that agents of the University are, have been, or will be engaged in any inappropriate conduct, you should discuss your concerns with a representative of human resources rather than publicizing suspicions or making allegations through posting.

Respect University policies. Users’ postings should not violate any other applicable policies of the University.

Keep current with these Guidelines. These Guidelines may evolve as new technologies and social media tools emerge. Users must check these Guidelines periodically to ensure that they are familiar with their content.

ESTABLISHING A SOCIAL MEDIA PROFILE FOR UNIVERSITY-RELATED ACTIVITIES

- **For faculty, administrators and staff.** As noted above, if you are a member of the University faculty, administration or staff and wish to create a University-related group, page, profile or other presence on a social media service, please refer to the University’s *Guidelines Concerning University-Related Social Media Profiles.*

- **For students.** If you are a student and wish to create a group, page, profile or other presence on a social media service dedicated to a University-supported student activity (for example, a social media profile dedicated to a student group or activity that is funded by the University), please contact the CPA for guidance and additional information.

COMPLIANCE WITH THESE GUIDELINES

Users who violate these Guidelines may be subject to disciplinary action. Violations of these Guidelines should be reported immediately to the University at:

- **Yeshiva:** socialmedia@yu.edu
- **Einstein:** socialmedia@einstein.yu.edu
- **Cardozo:** lawpr@yu.edu
DISCLAIMER; MODIFICATIONS

The University disclaims any responsibility or liability for errors, omissions, loss or damages claimed or incurred due to any of your postings or any activities undertaken pursuant to these Guidelines, and reserves the right to revise and modify these Guidelines at any time.