



# VETERINARY MEDICINE

## College of Veterinary Medicine Digital Media Guidelines

These guidelines are intended for and apply to anyone involved in creating, contributing to, or distributing information pertaining to OSU's College of Veterinary Medicine via digital media communication channels often times referred to as social media platforms. The term digital media refers to any communications facilitated by technology, including photographs. This can include online channels, phone/app-based communications and more.

It is important to remember your efforts are part of the College of Veterinary Medicine's and Oklahoma State University's voice and we ask that you be mindful of the content you post. Not only will current faculty, staff and students have access to content you publish, but prospective OSU students, current and potential donors, alumni, current and/or potential clients, and the general public might also. As with any OSU communication effort, we always want to convey a positive image.

Anyone who formally communicates on behalf of any university organization, department or college is responsible for understanding and following these guidelines as they relate to their personal and professional usage of digital media accounts. Failure to do so can have far-reaching ramifications, potentially damaging the university's image and reputation, as well as those of your colleagues, peers and everyone affiliated with OSU.

## OSU CVM Digital Media Guidelines

***Be Transparent.*** Always make sure you are honest about your identity and relationship to OSU CVM. When posting, as an individual, on digital media platforms, honesty is the best policy and other users will tolerate nothing less. Use your real name when posting rather than a pseudonym or posting anonymously. When appropriate, clarify your position with OSU. If you have a vested personal or professional interest in a topic you are discussing, acknowledge this.

***Protect Your Privacy and that of Others.*** While it is important to disclose your true identity when engaging in any online community, for your own protection you should not share personal information such as phone numbers, complete physical addresses, passwords, etc. Likewise, don't pass along personal information about others.

***Offer Value to Others.*** Digital media posts should be created when there is an opportunity to share information and build relationships. Personal posts should be

limited to your individual page with the same care taken for content as you are an extension of this institution. Listen and engage to get to know the others who are there. Your level of participation will determine the level of success of your participation.

***Respect Others.*** Treat others as you would like to be treated. Keep in mind everyone is entitled to his or her own opinion and spirited debate can be a good thing. Always maintain a level of respect for others and their viewpoints. Resist the temptation to make fun of people even if it would get you a laugh or you feel they might deserve it. When disagreeing with others' opinions, be polite. OSU and the CVM are known for being friendly and this should be reflected in our online efforts just as it is in our personal interactions.

***Keep Your Engagement Clean and Tasteful.*** Do not post offensive, obscene, racist, homophobic, sexist or sexually explicit language or photos. This type of content will not be tolerated and will be dealt with according to applicable University policies.

***Adhere to Legal or Regulatory Requirements.*** Never share proprietary or confidential information or comment on anything related to legal matters without the appropriate approval. Please be familiar with University policies and procedures as well as FERPA limitations. Posts must adhere to best practices with regard to client and medical records confidentiality rules.

***Unauthorized Photography.*** Consistent with University policy and CVM Policy Number 1.8.23, unauthorized photography of faculty, students, clients, animals or facilities is prohibited. Permission to perform still or motion photography may be obtained from the IOR, department head, or director. In all cases, confidentiality of client records must be maintained.

***Do not speak or state a position on behalf of the University or CVM without prior approval.*** As a state-funded university, OSU cannot take a position on a variety of topics (i.e. political candidates) and employees of the university are prohibited from stating any position on behalf of the university without prior approval.

***No Alcohol or Drugs Allowed.*** The University's alcohol and drug policy still applies online. Do not post content or images involving the use of these substances.

***When in Doubt, Don't Post.*** If you are concerned about whether posting something is appropriate, go with your gut feeling and don't post the content. People outside of the veterinary college don't necessarily understand everything we do. For example, housing teaching animals might not be looked upon favorably by advocacy groups. Take a minute to review these guidelines again and modify your approach accordingly. If you're still unsure, you might want to discuss your concerns with someone in authority. Ultimately, what you publish is yours, as is the responsibility.

**Oklahoma State University and the CVM reserve the right to moderate any and all comments. Comments will be removed if they meet any of the following criteria:**

- Profanity, hate speech, and offensive or inappropriate language.
- Personal attacks on other users or Oklahoma State University faculty, staff or students.
- Posts containing illegal activity, commercial, political or fundraising solicitations, spam, or copyright/trademark infringement.
- Posts containing advertisements or solicitations, including OSU-themed products, will be deleted.
- Off-topic posts inappropriate for this forum.

Oklahoma State University and the College of Veterinary Medicine reserve the right, at their discretion, to remove any post or to revoke a user's privilege to post to its page.

Comments posted by others do not reflect the opinions of the College of Veterinary Medicine or Oklahoma State University.

This policy is subject to change at the discretion of Oklahoma State University or the College of Veterinary Medicine.

If you have any questions about this policy, are contacted by media or have other inquiries regarding digital communications, please contact the coordinator of marketing and public relations for the CVM, Taylor Bacon at 405-744-6728.