

Social and Business Networking on the Internet

Guide for OHSU Faculty, Staff, Students, Departments, and Registered Organizations

GENERAL

Social and business networking Web sites or on-line communities (hereafter referred to as social networks), such as My Space, Facebook, LinkedIn, Twitter and Flickr are being used increasingly by faculty, students, and staff to communicate with each other, and by universities to post events and profiles to reach external audiences. As part of OHSU's commitment to building a community in which all persons can work together in an atmosphere free of all forms of harassment, exploitation, or intimidation, when using University electronic resources to access on-line social networks, members of the OHSU community are expected to act with honesty, integrity, and respect for the rights, privileges, privacy, sensibilities, and property of others. By doing so, individuals will be abiding by applicable laws, including copyright law, OHSU policy, and the ethical values expressed in code of conduct and Vision 2020.

POSTING

Regardless of whether you are posting items for University business purposes or personal use, you are never permitted to post OHSU confidential information, including any OHSU patient information.

University Business Use

Only University employees authorized by their departments may use social networking Web sites to conduct University business. If authorized and in keeping with University policy, an employee may post on a social network profile: the University's name, a University email address or University telephone number for contact purposes, or post official department information, resources, calendars, and events. For example a student health advocate or educator is charged with student outreach and education within their job description. Student Health Service may authorize these employees to use an on-line social network site to communicate with students and post University resources.

Personal Use

Consistent with the OHSU Acceptable Use of Computing Policy, personal use of University electronic resources to access social networking sites is to be limited to incidental use. Incidental use must not interfere with an individual's performance of his/her assigned job responsibilities or someone else's job performance or compromise the functionality of the department or campus network.

Individuals or groups within the University community are not permitted to present personal opinions in ways that imply endorsement by the University. If posted material may reasonably be construed as implying the support, endorsement, or opposition of the University with regard

to any personal statements, including opinions or views on any issue, the material shall be accompanied by a disclaimer: an explicit statement that the individual is speaking for himself or herself and not as a representative of the University or any of its offices or units. An example of a disclaimer is as follows:

The contents, including all opinions and views expressed, in my profile [or on my page] are entirely personal and do not necessarily represent the opinions or views of anyone else, including other faculty, students or staff in my department or at Oregon Health & Science University. My department and Oregon Health & Science University have not approved and are not responsible for the material contained in this profile [or on this page].

The University's name, University telephone numbers, University email addresses, and University images are not to be posted on social network profiles for faculty, students or staff for personal purposes. However, they may use their University title for identification purposes. If the use of the title might imply endorsement, support, or opposition of the University with regard to any personal statements, including opinions or views on any issue, an explicit disclaimer must appear proximate to the material. See disclaimer above.

RISKS – SPAM, SPYWARE, AND VIRUSES

Many social networking sites collect profile information for advertising (spam) targeted at individuals with particular affiliations and interests. Use of the sites may increase spam to your email account.

In addition, from the social networking sites or links on social networking sites, your machine or network may be exposed to spyware and viruses that may damage your operating system, capture data, or otherwise compromise your privacy, your computer and the campus network, as well as affect others with whom you communicate.

MONITORING

Any information you post on the internet is public information. You are responsible for knowing how to use social network sites, managing any information you share on such sites, and for being compliant with all applicable website and University policies.

Since information posted on the Internet is public, Oregon Health & Science University may monitor social networking sites and, as with other electronic resources, University systems administrators may perform activities necessary to ensure the integrity, functionality, and security of the University's electronic resources. Remember, other employers, organizations, and individuals may also monitor and share information they find on social networking Web sites.

INVESTIGATIONS

In response to concerns or complaints or information provided by individuals, University administrators may look up profiles on social networking sites and may use the information in informal or formal proceedings. In addition, the University has no control over how other employers, organizations, or individuals may use information they find on social networking Web sites.

If you believe you are the target of any cyber-bullying, harassment, stalking, or threat, please call OHSU Public Safety at (503) 494-7744.

Whether professionally or for incidental personal use, if you use social networking Web sites, please read the Safety Tips for Using Social Networking Sites.

RELATED RESOURCES

Acceptable Use of Computing and Telecommunications Resources #11-20-010
(http://ozone.ohsu.edu/policy/pac/chapt_11/11-20-010.ht)

Confidentiality #01-05-010
(http://ozone.ohsu.edu/policy/pac/chapt_1/1-05-010.htm)

Confidentiality of Health Information #01-05-012
(http://ozone.ohsu.edu/policy/pac/chapt_1/1-05-012.htm)

End-User Applications (<http://ozone.ohsu.edu/cc/sec/isp/00018.pdf>)

Harassment #03-05-032 (http://ozone.ohsu.edu/policy/pac/chapt_3/3-05-032.htm)

Sexual Harassment #03-05-035 (http://ozone.ohsu.edu/policy/pac/chapt_3/3-05-035.htm)

Use of OHSU Name; Endorsements; Sponsorships #08-10-009
(http://ozone.ohsu.edu/policy/pac/chapt_8/8-10-009.htm)

Code of Conduct
(<http://www.ohsu.edu/xd/about/services/integrity/upload/2008-OHSU-Code.pdf>)

OHSU Strategic Plan: Vision 2020
(http://www.ohsu.edu/xd/about/vision/upload/OHSU_Vision_2020_strategies.pdf)

User Agreements for Electronic Resources (see providers' Web sites)

Safety Tips for Using Social Networking Sites