

**Subject:** Marketing Guidelines for Social Media

**Effective:** October 2011

**Introduction:**

The LLUSD Office of Marketing will monitor, manage, and update all social media outlets for Loma Linda University School of Dentistry to maintain and present a cohesive brand image to target audiences and the general public.

**Definitions:**

***Social Media*** pertains to any online communication forum that broadcasts thoughts, opinions and views of LLUSD representatives’ for mass consumption, digitally or via the Internet. This includes but is not limited to chats, blogs, podcasts, discussion forums, and social networking sites (e.g. MySpace, Facebook, Twitter, YouTube, Google+, blogs, etc.)

***Target audiences*** include prospective students, current students, alumni, faculty, staff and patients.

The ***LLUSD Office of Marketing*** is overseen by the Director of Marketing and includes the Director of Publications, Web Editor, and the Administrative Assistant for Instructional Media. This Office reports to the Associate Dean for Educational Services and the Dean of the School of Dentistry.

***LLUSD Public Pages*** provide a means to publish much of LLUSD’s official, institutional information for the benefit of both LLUSD and the public. Public Pages can be read both on-campus and by the public at large and include the LLUSD website and social media accounts. The LLUSD Office of Marketing is responsible for preparing, placing, and maintaining all content on these pages.

\*Social Media and Target Audience Definitions adapted from LLUAHSC Operating Policy I-24

\*Public Pages Definition adapted from LLUMC Children’s Hospital Operational Guideline A-10

**Guidelines:**

Due to the sensitive nature of the healthcare field, and for the purpose of following the LLUAHSC social media policy (LLUAHSC Operating Policy I-24) and other guidelines, LLUSD is adopting procedures similar to other entities within LLUAHSC.

LLUSD is considered the owner of all data on LLUSD Public Pages. Audiences for LLUSD public pages include current and prospective patients, current and prospective students, alumni, professional colleagues, staff and faculty, church leaders and members, government leaders, the media, historians, and other educational institutions, etc.

* The placing or updating of any information on social media pages belonging to LLUSD requires the approval of the Director of Marketing. This approval process checks for spelling and general grammar, appropriateness of subject matter, and the strategic timing of posts. Individuals or departments within LLUSD may initiate a request to post information pertaining to their service area by emailing the Director of Marketing with the information attached. This process will ensure that all service lines have access to LLUSD social media accounts for marketing purposes.
* The LLUSD marketing team will oversee granting administrative access to any LLUSD social media account. Administrative rights will only be granted to current employees whose responsibilities require access.
* One point person will be chosen by the Director of Marketing to post updates on social media sites, maintaining consistency and strategic vision. A second person will be elected to cover for the point person when they are unavailable.
* Individuals may not publish information or comments about a competitor or make endorsements and/or criticisms of any other organizations, service, or product without the prior express written approval of the Office of the Vice President for Development and Public Affairs. Individuals are prohibited from using or adding a link from an external website in such a way which would imply endorsement by LLUAHSC. (LLUAHSC Operating Policy I-24)
* Best practice research and the LLUAHSC social media policy (LLUAHSC Operating Policy I-24) will be used to structure the information posted on any social media outlet. This includes subject/content, tone of posts, and appropriateness of photographs and videos.
* Internal photographs and videos will stay within the guidelines of LLU by utilizing the LLUAHSC Photographic Model Release form for student photographs, quotes, or stories and the LLUMC/LLUHC/LLUHS Authorization and Consent to Photograph and Publish consent form for photographs, quotes, or stories of patients, faculty, and staff. (See attached photographic release forms.)

Per LLUAHSC Operating Policy I-24 (page 4), individuals shall not publish or comment on information about patients that is protected by HIPPA laws. **This provision can only be waived by LLUAHSC administration, NEVER by the patient alone.**

\*Guidelines adapted from LLUMC Children’s Hospital Operational Guideline A-10 and LLUAHSC Operating Policy I-24

The LLUSD marketing team welcomes suggestions from LLUSD employees and related LLUAHSC departments (e.g. The Vice President of Advancement, LLU Marketing Department employees, etc.) and will consider communication ideas for LLUSD social media outlets or publications.

**Disclaimer:**

A disclaimer will be posted on the company information section of any social media account that states the following:

The opinions expressed on LLUSD’s Facebook represent the thoughts of the community and not necessarily those of LLUSD or its affiliates. The views expressed here do not in any way reflect the views of the site they are posted on, other sites affiliated with this site, the staff involved with the site, or any other members of this site. LLUSD reserves the right to edit or delete any comments deemed inappropriate for this site and its readers. The following types of comments may be edited or deleted by moderators:

• Comments that violate the privacy of our patients and their families
• Abusive or hurtful comments about posts or other commenters
• Off-topic and redundant comments (this includes promotion of events, groups, pages, websites, organizations, and programs not related to or affiliated with LLUSD)
• Comments that use foul or derogatory language (racial, ethnic or gender bashing language)
• Personal attacks or defamatory comments (i.e., making negative personal comments about a fellow commenter), instead of just criticizing his/her posting, opinion, or comments.

Information posted here by participants or any third party (e.g. commenter) should not be considered medical advice, nor is it intended to replace consultation with a qualified physician or other healthcare provider. Participants will not evaluate, endorse, or recommend any particular healthcare providers, medications or treatments. All links to other websites found linked from this blog are provided as a service to readers, but such linkage does not constitute endorsement of those sites by LLUSD, and as such the school is not responsible for the content of external websites.

By submitting content to this page (wall posts, photos, links, etc.), you understand that this information is publicly available, and that LLUSD may use this information internally and on closed-circuit television displays. If you do not wish to have your information published, please do not post on this page.

We encourage open discussions and look forward to any comments, stories and experiences you want to share.

\*Disclaimer adapted from LLUAHSC Operating Policy I-24