



Social Media Guidelines



International Medical University (IMU)

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OVERVIEW AND RATIONAL

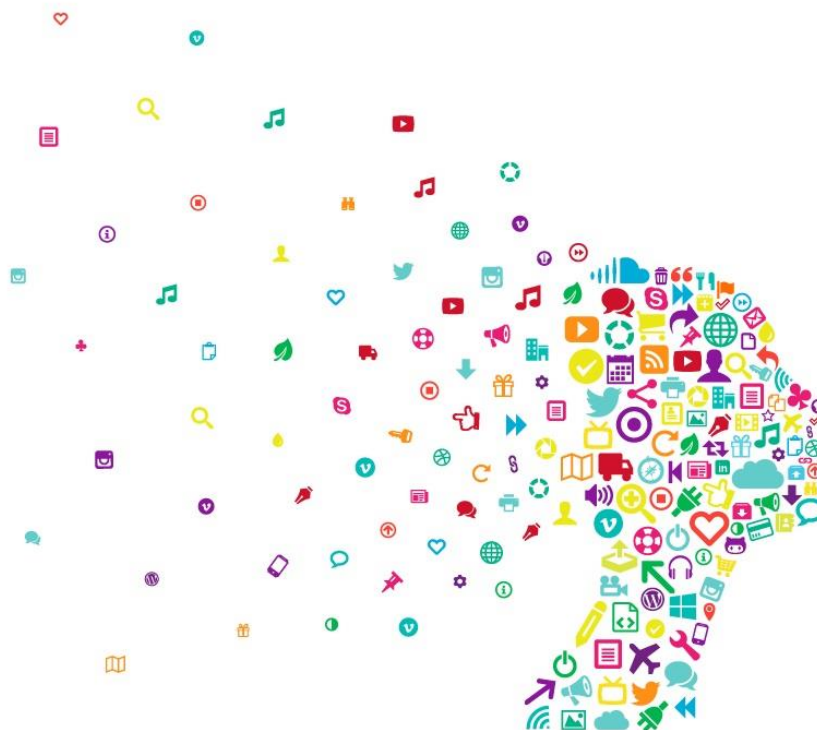
Social media is a powerful communication platform and is increasingly having an impact on organizational and professional reputations. Because they blur the lines between personal voice and institutional voice, the International Medical University [IMU] has crafted the following social media guidelines to help clarify how best to enhance and protect personal and professional reputations when using social media.

Emerging platforms for online collaboration are fundamentally changing the way we work, offering new ways to engage with students, colleagues, and the world at large. It's a new model for interaction and we believe social media can help us build stronger, more successful relationships. These are the official guidelines for social media at International Medical University [IMU].

If you're contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off IMU — these guidelines are for you.

DEFINITION

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.



SOCIAL MEDIA GUIDELINES



Be Transparent.

Be honest about your identity. If you are authorized to represent IMU in social media, say so. If you choose to post about IMU on your personal time, please identify yourself as an IMU faculty or staff member. Never hide your identity for the purpose of promoting IMU through social media. A good resource about transparency in

online communities is the Blog Council's "Disclosure Best Practices Toolkit" at <http://blogcouncil.org/disclosure/>.

Be Accurate.

Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible; after all, that's how you build community. If you

Upload photos wisely.

Photographs posted on social media sites easily can be taken by visitors. A cautionary note on the use of ‘sourced photos’ and the need for acknowledgement of the source is vital. The rule and regulations governing ‘photographing in the clinical setting’ needs to be followed – a very important reminder – as it is ethically wrong to photograph patients and places in the clinical setting without permission from the authorities. Consider adding a watermark and/or posting images at 72 dpi and approximately

800x600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

Have a plan.

Schools/Programs/Departments/units should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date. IMU eLearning department can assist and advise you with your social media planning.

Personal Site Guidelines

Be authentic.	Don't be a mole.	Take the high ground	Be aware of liability
Don't use the IMU logo or make endorsements	Protect your identity	Monitor comments.	Avoid patient contact.
Listen before you engage	Be a leader and set a positive tone	Redirection is recommended over advice	Pause if you intuition says so!
Use proper grammar and proof read before you post			



Be authentic.

Be honest about your identity. In personal posts, you may identify yourself as an IMU faculty or staff member. However, please be clear that you are sharing your views as a member of the higher education community, not as a formal representative of IMU. This parallels media relations practices at IMU.

A common practice among individuals who write about the Academic institutions and industry in which they work is to include a disclaimer on their site, usually on their “About Me” page. If you discuss higher education on your own social media site, we suggest you include a sentence similar to this:

“The views expressed on this [blog, Web site] are mine alone and do not necessarily reflect the views of International Medical University.”

This is particularly important if you are a department head or administrator.

Don't be a mole.

Never pretend to be someone else and post about IMU. Tracking tools enable supposedly anonymous posts to be traced back to their authors. There have been several high-profile and embarrassing cases of company executives anonymously posting about their own organizations.

Take the high ground.

If you identify your affiliation with IMU in your comments, readers will associate you with the university, even with the disclaimer that your views are your own. Remember that you're most likely to build a high-quality following if you discuss ideas and situations politely.



Be aware of liability.

You are legally liable for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts). Employers are increasingly conducting Web searches on job candidates before extending offers. Be sure that what you post today will not come back to haunt you.

Don't use the IMU logo or make endorsements.

Do not use the IMU logo, or any other IMU marks or images on your personal online sites. Do not use IMU's name to promote or endorse any product, cause or political party or candidate.

**Avoid patient contact.**

Interactions with patients within social media sites are prohibited. This provides an opportunity for a dual relationship, which can be damaging to the doctor-patient relationship, and can also carry legal consequences.

Listen before you engage.

Use online monitoring tools (e.g. Social Mention: <http://www.socialmention.com/>) to listen to the community before you engage. Listening allows you to better serve your constituents

Protect your identity.

While you want to be honest about yourself, don't provide personal information that scam artists or identity thieves could use against you. Don't list your home address or telephone number or your work telephone or e-mail address. It is a good idea to create a separate e-mail address that is used only with their social media site.

Monitor comments.

Most people who maintain social media sites welcome comments—it builds credibility and community. However, you can set your site so that you can review and approve comments before they appear. This allows you to respond in a timely way to comments. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.

Be a leader and set a positive tone.

There can be a fine line between healthy debate and incendiary reaction. You do not need to respond to every criticism or barb. Frame your comments and posts to invite differing points of view without inflaming others. Some topics, like politics or religion, slide more easily into sensitive territory. Please be careful and considerate when discussing sensitive issues. When disagreeing with others' opinions, keep it appropriate and polite. If the user is leaving inflammatory remarks, use your best judgment to defuse the situation. If you cannot meaningfully help the user, sometimes not responding is the best course of action.

Redirection is recommended over advice.

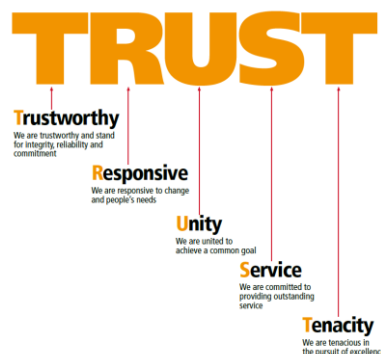
It is recommended that you avoid giving specific advice to students, alumni or the community in a public social community (i.e. counselling, major requirements, financial aid, etc.). If specific advice is needed, take the conversation offline or redirect the community member to the proper department.

Pause if you intuition says so!

If you are about to publish something that makes you even the slightest bit uncomfortable, then take a minute to review these guidelines and think about your post. If you are still unsure, you might want to discuss the topic with your Boss or mentor

Use proper grammar and proof read before you post

We recommend writing your posts in a word processor before posting to help detect spelling and grammar error.



TRUST builds Tomorrow's Leaders
We transform and inspire individuals to be tomorrow's leaders

Social media is altering the way we work, offering a new model to engage with clients, colleagues, and the world at large. We believe this kind of interaction can help you to build stronger, more successful relationships. And it's a way for you to take part in global conversations related to the work we are doing at IMU and the things we care about.

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