



KECK GRADUATE INSTITUTE

A Member of The Claremont Colleges

KGI Policy and Guidelines on Personal Use of Social Media

Scope

This policy applies to all employees, students, contractors, and volunteers as it relates to their employment, academic, or business relationship with KGI.

KGI-affiliate entities (e.g., schools, clinics, departments, practices) may have additional policies. When in doubt, adhere to the strictest applicable policy.

Purpose

Keck Graduate Institute (KGI) recognizes that social media is an important and timely means of communication. The purpose of this policy is to:

- Provide clear guidelines on the appropriate use of social media platforms.
- Minimize legal, professional, and institutional risks.
- Protect the privacy and safety of KGI students, employees, patients, and contractors.

Definitions

- **Personal Use:** Social media activity conducted on personal or professional accounts not officially affiliated with KGI.
- **Social Media:** Platforms or applications enabling interactive communication and content sharing, including but not limited to:
 - Social networks (e.g., Facebook, Instagram, LinkedIn, TikTok, Threads)
 - Multimedia sharing (e.g., YouTube, Snapchat, Discord)
 - Blogs, vlogs, podcasts, discussion forums (e.g., Reddit)
 - Messaging and collaboration apps (e.g., WhatsApp, Slack)

General Policy

- Social media use must align with:
 - KGI Code of Conduct Policy
 - KGI Conflict of Interest Policy
 - Clinical Code of Conduct
 - Faculty, Employee, and Student Handbooks
 - FERPA, HIPAA, and all relevant federal and state laws
- Users are individually responsible for their activity. Social media interactions should reflect KGI's values of professionalism, respect, and inclusion.

Prohibited Uses

- Do not post any information or images that violate HIPAA or FERPA.
- Do not disclose financial, confidential, or proprietary information about KGI.
- Do not represent yourself as an official KGI spokesperson without authorization.
- Do not use KGI logos, trademarks, or branding without written permission.
- Do not post content that is discriminatory, defamatory, or harassing.
- Do not use social media in ways that interfere with professional responsibilities.

- Do not impersonate others or obscure your identity.
- Avoid forming inappropriate social media relationships with patients.

Best Practices for Ethical and Professional Behavior

- Always present yourself in a mature, respectful, and professional manner.
- Clearly distinguish personal opinions from institutional representation.
- Use disclaimers: "The views expressed are my own and do not reflect those of KGI."
- Regularly review and adjust privacy settings.
- Avoid posting content that could compromise your professional image.
- Seek permission before posting photos or information about others.
- Provide proper attribution for content, and avoid copyright violations.
- Avoid discussions involving specific patients, even without names.
- Do not post patient photos without written consent, understanding risks of unauthorized distribution.
- Monitor and manage your online presence, including being mindful of tagged content.

Accessibility and Respect

- Use alt text and captions for media content.
- Ensure that content is respectful of all audiences.

Use of AI and Emerging Technologies

- Do not use generative AI tools (e.g., ChatGPT, DALL-E, deepfake tools) to create content that misrepresents your identity, spreads misinformation, or implies institutional endorsement.
- Clearly label AI-generated content where applicable.

Crisis Management and Reporting

- In the event of an emergency or crisis, only designated individuals may speak on behalf of KGI.
- Report any incidents of online harassment, impersonation, or policy violations to KGI Student Affairs or Human Resources.

Training and Policy Acknowledgment

This policy will be included in onboarding and annual compliance training.

All employees, students, and contractors must acknowledge and adhere to this policy.

Violations and Enforcement

Violations of this policy may result in disciplinary action per the Faculty/Staff Handbook or Student Handbook, including possible suspension or termination. Legal violations may be referred to law enforcement.

Review and Revision

This policy will be reviewed every two years by Marketing and Communications and updated as needed to reflect evolving social media trends and legal standards.

Adapted from guidelines at Indiana University School of Medicine, University of Florida College of Medicine, and University of Michigan. Last revised: May 2025