
SOCIAL MEDIA POLICY

The following are guidelines for members of the University of South Carolina (USC) Athletic Training Program (AT Program) who participate in social media (Facebook, Instagram, Twitter, Google+, etc). These guidelines apply whether individuals are posting to their own sites or commenting on other sites:

1. Follow all applicable USC and USC AT Program policies. For example, you must maintain patient privacy. Among the policies most pertinent to this discussion are those concerning patient confidentiality, university affairs, mutual respect, photography and video, and release of patient information to media.
2. Write in the first person. Where your connection to USC and USC AT Program is apparent, make it clear that you are speaking for yourself and not on behalf of USC or USC AT Program. In those circumstances, you should include this disclaimer: "The views expressed on this [blog; website] are my own and do not reflect the views of USC or USC AT Program." Consider adding this language in an "About me" section of your blog or social media profile.
3. If you identify your affiliation to USC or USC AT Program, your social media activities should be consistent with USC and USC AT Program's high standards of professional conduct.
4. If you communicate in the public internet about USC or USC AT Program-related matters, you must disclose your connection with USC or USC AT Program and your role at USC or USC AT Program.
5. Be professional, use good judgment and be accurate and honest in your communications; errors, omissions or unprofessional language or behavior reflect poorly on USC or USC AT Program, and may result in liability for you, USC, or USC AT Program. Be respectful and professional to fellow students, faculty, staff, clinical affiliations, business partners, competitors, and patients.
6. Ensure that your social media activity does not interfere with your USC or USC AT Program commitments.
7. The USC AT Program strongly discourages "friending" of patients on social media websites. Members of the USC AT Program in patient care roles generally should not initiate or accept friend requests except in unusual circumstances such as the situation where an in-person friendship pre-dates the treatment relationship.
8. The USC AT Program discourages Clinical Preceptors from initiating "friend" requests with Athletic Training Students (ATS) they supervise.

ATHLETIC TRAINING STUDENT VERIFICATION

I have received, read and reviewed the AT Program Policy and Procedures listed above for Social Media while participating in the AT Program. I understand that I have access to this document and all other Policy and Procedures for the AT Program through Blackboard at any time during my tenure within the AT Program. I understand that violations of the social media policy could result in removal from a clinical education site and failure of the corresponding clinical class, as well as possible dismissal from the AT Program. My signature indicates that I have received, read, reviewed, and agree to abide by all these policies and procedures of the AT Program. If I have any questions regarding social media and the athletic training program, I will contact the Program Director and/or Clinical Education Coordinator.

Date: _____

Signature, Athletic Training Student

Name, Athletic Training Student (Print)

Signature, Parent/Guardian
(If student is under 18)

Name, Parent/Guardian (Print)

