

Social Media Guidelines

NC State Veterinary Medicine relies on its students, faculty and staff to ensure the trust and support of the communities it serves. While we encourage the appropriate use of social networking to enhance open communications with several key audiences, we expect these communications will reflect the highest standards of our institution and support the privacy and trust of our students, clients and patients and co-workers.

If there were one rule of thumb governing the use of social media among the CVM community, it is this: **think twice, post once**. There is no such thing as “private” on a social media site. Although many sites allow an individual to “delete” posts after they are submitted, significant damage to one’s own reputation as well as to the college and hospital’s can be done — text, pictures, videos and other user-submitted content can spread rapidly through the internet. Search engines can turn up posts for years after the publication date. Comments can be forwarded or copied.

Simply put, if you would not want your parents, clients, coworkers, classmates or neighbors seeing your post on the 6 o’clock news don’t post it.

If you have an idea for a post, please email cvmcommunications@ncsu.edu
[Full resources are available here.](#)

Guidelines:

- *Be respectful and professional* to fellow employees, students, competitors and clients. Do not post derogatory comments about any of these groups—or anyone else.
- **Do not post college/hospital-related information** that may compromise our organizational practices, client privacy, respect for animals, or security.
- Take care not to violate intellectual property copyrighted or trademarked information.
- Remember that once you publish something through social media, you lose a degree of control over your message. Before you post something, be certain that you are prepared to share it with a potential audience of millions.
- **Photos or descriptions of animals at the Teaching Animal Unit**, without the written consent of the TAU Director, Director of the Communications and Marketing Director or the Associate Dean and Director of Academic Affairs;
- Information that would **compromise the security or operation of the CVM**;
- Description of personal information about students, colleagues, clients/patients or research partners without their consent.
- Discussions regarding client-owned animals, or necropsy subjects, research studies and other protected and proprietary information are prohibited, even if all identifying information is excluded.
- **Under no circumstances** should photos of client-owned animals or the clients themselves, necropsy subjects, patients, research subjects, volunteers or cadavers, **including photos depicting any body parts of these individuals**, be displayed on social media unless specific written permission to do so has been obtained and submitted in advance to the Director of Communications and Marketing.

Veterinary Medicine

- If you identify yourself as a member of the NC State community via your personal social media presence(s), please clarify that you are sharing your views as an individual, not as a formal representative of NC State.
- It is strictly forbidden to use the NC State College of Veterinary name to promote or endorse any product, cause, political party, or candidate.
- Avoid conflicts of interest and maintain a distinction between your personal identity and the identity you represent on behalf of the university.
- For any personal online activity, use a personal e-mail address (not your ncsu.edu e-mail address) as your primary means of identification. Just as you would not use NC State University stationery for a letter to the editor with your personal views, do not use your University e-mail address for personal views.

Please notify the Director of Communications and Marketing April Norris (36423) or CVMCommunications@ncsu.edu if you have questions or concerns or if you find material that violates these rules.