

LSUHSC School of Dentistry Social Media Account Policy

SUMMARY STATEMENT OF SOCIAL MEDIA POLICY

LSUHSC School of Dentistry maintains a presence on social media in order to provide information and resources on topics related to dentistry, student and patient education, dental research, community outreach, and enhancing alumni relations.

CONTENT OF POSTS

LSUHSC School of Dentistry posts resources and information that we think will be of use to our audiences on our social media sites. These may include blogs, news stories, videos, downloadable resources, and links to publications from other organizations that are part of public domain (available for free to the public). Because the messages we post to social media are part of LSUHSC School of Dentistry public presence, our team carefully considers the content of each potential post. To accomplish this, all posts are sent to a designated LSUHSC School of Dentistry administrator for review and compliance checking before being posted by the administrator. In addition, all posts by LSUHSC School of Dentistry will adhere to policies and rights and responsibilities set forth by individual social media sites.

Items posted on LSUHSC School of Dentistry social media sites will meet the following criteria:

1. The item will not include personal or private information about any individual.
2. The item will not promote commercial products.
3. Appropriate language will be used throughout all posts. Inappropriate language includes, but is not limited to, obscene or threatening language or defamation (hate speech) based on race, sex, gender, religion, national origin, age, or disability.
4. Information posted will be supported by a referenced evidence-base and/or cited state or federal policy.
5. Readers will be "linked" to the prime source when the item mentions or discusses work that may have commercial value related to intellectual property rights or copy right law.

DISCLAIMER

References on our social media to any specific commercial products, process, or service by trade name, trademark, manufacturer, or otherwise does not necessarily constitute or imply endorsement or recommendation by LSUHSC School of Dentistry. The views and opinions of items posted by LSUHSC School of Dentistry on social media do not necessarily state or reflect those of LSUHSC or its funders, and shall not be used for advertising or product endorsement purposes. LSUHSC School of Dentistry assumes no legal responsibility for the accuracy, completeness, or usefulness of any information, apparatus, product, or process mentioned on its social media outlets.

GENERAL PARAMETERS

When creating or selecting content, the LSUHSC School of Dentistry administrators will comply with the following:

- LSUHSC Code of Conduct
- LSUHSC Chancellor's Memorandum (CM-42)

Intellectual Property and Copyright

- *Digital Millennium Copyright Act*

All LSUHSC School of Dentistry social media administrators should adhere to federal legislation regarding the fair use of digital content. The Digital Millennium Copyright Act (DMCA) of 1998 (<http://copyright.gov/onlinesp/>) creates two new prohibitions in Title 17 of the U.S. Code – one on circumvention of technological measures used by copyright owners to protect their works and one on tampering with copyright management information – and adds civil remedies and criminal penalties for violating the prohibitions.

To avoid violating the DMCA, LSUHSC School of Dentistry social media administrators should not use content obtained from the Internet unless the copyright holder gives permission or if the application of the content falls under Fair Use exceptions.

- Fair Use

One of the more important limitations of copyright law is the doctrine of "fair use" (<http://www.copyright.gov/fls/fl103.html>). The use of content may be considered fair, such as criticism, comment, news reporting, teaching, scholarship, and research. Federal law defines factors to be considered in determining whether or not a particular use is fair. The following are factors that are relevant to LSUHSC School of Dentistry social media administrators utilizing social media:

1. The purpose and character of the use, including whether such use is of commercial nature or is for nonprofit educational purposes
2. The amount and substantiality of the portion used in relation to the copyrighted work as a whole
3. The effect of the use upon the potential market for, or value of, the copyrighted work

Acknowledging the source of the copyrighted material does not substitute for obtaining permission.

LSUHSC School of Dentistry social media administrators should strive to obtain permission when using copyrighted content. If permissions are not obtainable or cannot be obtained in a timely fashion, proper consideration should be given to the Fair Use doctrine. If any uses defined by the doctrine cannot be clearly identified, the content should not be used.