Purdue College of Pharmacy TECHNOLOGY AND SOCIAL MEDIA STANDARDS

The following standards apply to students, staff and faculty.

Technology Standards*
Students must possess a laptop computer with features for online learning and test-taking.
Contact the College of Pharmacy Technical Services with questions at 49-64200 or cophelp@purdue.edu.

Required features include:
- Integrated camera, speakers, and microphone
- WiFi capable
- Battery life: 3 hours or longer
- Screen resolution: 1920 x 1080 or higher
- Minimum system requirements and updates for ExamSoft
  Found here: https://examsoft.com/resources/examplify-minimum-system-requirements

*Approved by CoP Technical Services and Assessment Committee March 4, 2021

Social Media Standards
The College of Pharmacy recognizes that online blogs, social networking websites, and applications including, but not limited to, Facebook, Twitter, Instagram, YouTube (hereafter collectively referred to as social media) are widely used methods of communication. The College supports the use of social media as tools to engage current and prospective students, as well as faculty, staff, and alumni. However, information never intended to be widely distributed may be disclosed by others or surface years later, impacting a person's professional reputation, employment, or other areas of life. Even with closed forums, such as a class Facebook page, posts may be discoverable in legal proceedings. The information is an extension of the University-Sponsored Social Media Outlets Policy.

User Responsibility
The College reaffirms its commitment to freedom of speech as guaranteed by the First Amendment to the United States Constitution. This standard is not intended to limit rights protected by the First Amendment, but to assist in defining professional conduct in regard to communications on social media.
Avoid posting content that contains:
- Profanity, suggests participation in academic dishonesty, explicit sexual references, personal references to illegal, recreational drugs, and/or abuse of alcohol, disparaging remarks about faculty, staff or students, or information that may be misleading or harmful to the public. Social media users may be subject to liability if individual postings are determined to be defamatory, harassing, or in violation of any other applicable law.
- Confidential or proprietary information about the university, faculty, staff, students, clinical facilities, patients/clients, or others with whom one has contact with as a representative of Purdue College of Pharmacy. Posts about the University should not claim nor imply they are speaking on behalf of Purdue College of Pharmacy unless authorized to do so by the College of Pharmacy administration.
- Personal and protected health information of other individuals under HIPAA and FERPA. Violations are subject to legal consequences. Solely removing an individual's name does not constitute proper de-identification, as identify may be revealed based on age, gender, race, diagnosis, date of evaluation, type of treatment, or photographs.
- Copyrighted information, including music, videos, or text. For guidance, contact University Libraries or the Copyright Office.

In conclusion, faculty, staff, and students are legally and professionally responsible for individual social media posts. Ensure your profile and content are consistent with how you wish to present yourself to others.

Approved by faculty April 16, 2021