Social Media Standards and Code of Conduct

Pima Medical Institute (PMI) students and employees are required to follow the Social Media Standards and Code of Conduct, which identifies the acceptable use of social media technologies, including any references to the school and/or school related personnel and activities.

Appropriate Use

PMI intentionally uses social media to advance Pima Medical Institute and build relationships within our community including prospective and current students, employers, and alumni. PMI recognizes the open nature of social media and, regardless of an account's privacy settings, all posts to social media sites should be considered public. This applies to personal accounts as well as institutional accounts.

Social Media Standards and Code of Conduct

Employees are subject to the same laws, professional expectations, and guidelines when interacting online with prospective and current students, employers, and alumni as they are during in-person interactions. PMI students and employees are required to:

- Protect confidential and proprietary information: all persons must follow the applicable federal requirements such as FERPA and HIPAA.
- Respect the organizations' copyright and fair use policy.
- Maintain accountability for all activity conducted with a PMI email address.
- Respect others' privacy: Social networks are in the public realm and are not appropriate venues for the discussion or dissemination of private matters.
- Refrain from conducting or disseminating unsolicited or unauthorized advertising and/or promotional materials.
- Refrain from use of unacceptable language/content: Derogatory comments, including racially or sexually motivated and sexually explicit materials are not permitted.

PMI Employees

PMI employees cannot require or request students and/or prospective students to divulge personal social media user names or password. PMI employees cannot require that students access their accounts in an employee presence. PMI employees cannot divulge any student personal social media information. PMI employees must not post any information that would be in violation of the PMI Policies and Procedure Manual, which includes but is not limited to: accurate disclosure of program information, accreditation status, FERPA, etc.

Students

Students are expected to adhere to the PMI Social Media Code of Conduct for both personal and school hosted social media sites. By submitting content to any PMI social media sites, users understand and acknowledge that this information is available to the public and that the organization may choose to use this information for internal and external promotional purposes. Posted information by other participants is beyond the control of Pima Medical Institute. PMI has the right to remove social media content for any reason. Users are fully responsible for the content they load on any of the school's social media sites. If the posting is in violation of this policy, or any other PMI copyright and conduct policies, including but not limited to the Academic Catalog and the PMI Employee Guidebook, it will be directed to the school administration for disciplinary action.