

MEDICAL STUDENT POLICY

Title: Media Policy	
Relevant LCME Element(s): N/A	Last approved: 3/6/2024

I. PURPOSE

Describes expectations for photography, video, social media and internet use as a medical student.

II. PERSONS AFFECTED:

Medical students

III. POLICY AND PROCEDURE STATEMENT

Photography/ Video

To preserve the dignity of donors, students may never take photographs/videos or other recordings in the anatomy lab. If an exception is made to this policy for virtual learning, select faculty will produce anatomic images for education use only under the auspices of the anatomy lab director. In such instances, only faculty may take images for student viewing. These images are not to be saved or downloaded to any personal computers.

Photographs of patients for purposes related to medical care may only be taken by students using a HIPAA-approved application such as Haiku, and with patient consent.

Northwestern University Feinberg School of Medicine Social Media Policy and Guidelines

The Feinberg School of Medicine is committed to the highest standards of professional conduct. In admitting a student to Feinberg, we believe you have already demonstrated that you possess the maturity and professionalism expected of future physicians. After you are admitted, matriculation and continued enrollment remains contingent on a continuation of this high standard of conduct.

Students accepted to Feinberg and current Feinberg medical students should be cautious in using social networking such as but not limited to Facebook, X (formerly Twitter), Instagram, SnapChat, blogging, YouTube, email distribution lists and videos. The profession of medicine is founded on the highest standards of conduct because of the trust patients place in medical professionals.

Once a student is admitted to Feinberg, he/she is expected to demonstrate sound judgment, personal perception, integrity and accountability. Posting of material that is defamatory, profane, threatening, harassing, hateful or humiliating to patients, students, house staff, hospital or medical school staff, faculty, the school or its clinical affiliates is considered unprofessional and will result in disciplinary action up to and including possible dismissal from Feinberg. Posting items that contain patient health information, undermine patients' confidence in their health care team, defame the school /clinical affiliates and/or its employees, violate the privacy of students, staff and/or faculty, violate HIPAA standards or Northwestern University or clinical affiliate social media policies is prohibited. Also prohibited is the unauthorized posting of photographs or video of any subject taken by any party in the anatomy lab. Medical students who violate FSM or clinical affiliate or Northwestern University social media policies will face disciplinary action by the medical school up to and including dismissal.

FSM encourages open communication in all forms, subject to the professional standards that are important in securing and maintaining the trust of the communities we serve. FSM also expects that communications by students do not materially interfere with its core enterprise, our clinical affiliates'

enterprises, or violate our patients', faculty's, staff's, or students' privacy and trust, subject to students' own rights of speech.

FSM does not monitor student on-line communications, but FSM may become aware of and choose to review communications that appear to violate relevant law or policies.

Communications accessible by third parties that contain personal health information about patients, are always prohibited and may constitute grounds for immediate action in accordance with FSM policy, as well as applicable federal, state, and local law.

Guidelines for Online Professional or Personal Activity:

1. Follow the Professionalism expectations, HIPAA compliance, Feinberg Conflict of Interest policy, privacy and general civil behavior guidelines cited above including respecting copyrights and disclosures, and not revealing proprietary financial, intellectual property, patient care, or similar sensitive or private content.
2. If Feinberg students identify themselves as a member of the Feinberg community on social media, they must make it clear that they are not speaking for the medical school, and what they say is representative of their individual personal views and opinions and not necessarily the views and opinions of Feinberg. Students should not provide medical advice as they do not have a medical license.
3. Remember that all content contributed on all platforms becomes immediately searchable and can be immediately shared. This content immediately leaves the contributing individual student control forever.

The American Medical Student Association has published some guidelines for social media use that may be useful. <https://www.amsa.org/2016/09/15/social-media-guidelines-medical-students-physicians/>

IV. REVISION HISTORY:

3/6/2024: Added that patient photos are permitted using HIPAA-approved applications.

V. APPROVING BODY:

Curriculum Committee