

## CM007 Social Media Policy

**Policy Type:** Administrative/Operations  
**Responsible Administrator:** Wonda Riner,  
Chief Information & Marketing Officer  
**Responsible Office:** Marketing &  
Communications

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**Approved by:**



Alison Netski, MD, Interim Dean

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### Definitions

**Unit:** A department, office, program, or any of their components within the medical school responsible for specific academic or administrative functions.

**Social Media Platforms:** Websites that allow users to share ideas and information through virtual networks and communities. Examples include but are not limited to Facebook, Instagram, X, LinkedIn, Reddit, YouTube, TikTok, Snapchat, among others.

**Kirk Kerkorian School of Medicine at UNLV Social Media Site:** Any social media account created on a networking site on behalf of a school of medicine unit or student organization.

**Social Media Liaison:** School of medicine member who has been appointed to oversee and maintain a SOM social media site.

**Kirk Kerkorian School Of Medicine at UNLV Website:** Refers to the [official website for the Kirk Kerkorian School of Medicine at UNLV](#) hosted by the university's division of integrated marketing and branding.

**Brand:** The process of how an entity is identified and experienced by internal and external audiences, as well as how it is differentiated from its competitors. It is the identity, personality, benefits, culture, reputation and promise of an entity, communicated through its name, logo, tagline, voice and tone. More than just the name Kirk Kerkorian School of Medicine at UNLV, the brand of the school is a feeling or perception and lives in the minds of everyone who experiences it: students and potential students, parents, faculty, staff, donors, state and local government officials, the medical community, and the local community.

**Logo:** A graphic representation of an entity name, abbreviation or trademark, designed expressly for immediate and unique recognition.

**Endorsement:** To explicitly or implicitly communicate that an entity supports, approves of, or recommends a particular product, service, business, cause, or individual. This includes but is not limited to statements, images, or social media posts that could reasonably be interpreted as reflecting the entity's official position or statement.

## Statement of Purpose

The purpose of this policy is to ensure the Kirk Kerkorian School of Medicine at UNLV's ("SOM") **brand** is represented and promoted in a consistent, accurate, and responsible manner across all **social media sites** that are affiliated with the school in an official or personal capacity.

Following the school's social media policy and guidelines will allow for an increase in brand awareness, engagement, and website traffic, benefiting the school's brand image while fostering a sense of community and culture.

## Entities Affected By This Policy

This policy applies to all members of the SOM who use official social media sites to share school of medicine content, or those whose affiliation with the school is identified, known, or inferred from their personal social media accounts.

## Required Acknowledgement

All entities affected are required to acknowledge they have read and understand this policy.

## Policy

Official **school of medicine social media sites** are maintained in accordance with [UNLV copyright and fair use policies](#), [UNLV Information Technology policies and standards](#), [UNLV's advertising and sponsorship policies](#), [brand](#) and [social media](#) guidelines, and are administered by the school of medicine's marketing & communications department or the corresponding **unit's social media liaison**.

By using or posting to any SOM social media site, you agree to the following standards and criteria.

### Approved Social Media Platforms and Usage

The following **social media platforms** have been approved by the SOM. Please note the marketing & communications department will evaluate each unit's social media needs and determine the appropriate platform(s) to share content on.

- Facebook
  - [About Facebook](#)
  - [Terms and Policies](#)
- Instagram
  - [About Instagram](#)
  - [Terms of Use](#)
- LinkedIn
  - [About LinkedIn](#)
  - [User Agreement](#)
- X
  - [About X](#)
  - [Rules and Policies](#)
- YouTube
  - [About YouTube](#)
  - [Rules and Policies](#)

Units may request to use other platforms beyond those listed above. The marketing & communications department will evaluate new and emerging platforms promptly and make recommendations on best practices.

## Account Creation

Before a request for a new social media account is made, the unit or student organization must assess the type of content, and the frequency for which they would be able to post, and evaluate whether it merits a new account or whether said content can be posted/shared via the official school of medicine accounts instead.

If there is a need for specific messaging/content to be shared with a targeted audience on a regular basis, the following steps must be taken before an account can be published.

### *SOM Unit Accounts*

Social media accounts for school units must be requested by the unit's highest level of leadership (chair, associate or assistant dean, chief officer, director, or manager).

1. Review the school's approved social media platforms to determine which one(s) meets the unit's needs best.
2. Submit a [New Social Media Account Request](#) via the Jira Portal.
3. If approved:
  - a. **Social Media Liaison:** The unit's highest level of leadership should identify a social media liaison or administrator to maintain the account. Name and contact information should be provided to marketing & communications. If no social media liaison is identified, the unit leader will be designated as the social media liaison.
  - b. **Website:** The unit needs to have a page within the **SOM website** that is up to date and maintained by a website liaison.
  - c. **Email:** The unit needs to have an operator email address in use to set up the social media account. Personal emails are not allowed, with the exception of Facebook and LinkedIn accounts since these must be managed by real people per the platform's terms of service.
    - i. **Instagram and X:** The unit should contact IT for the creation of an operator email address if there is not one in place already. Marketing & communications will assist with and approve the alias.
    - ii. **Facebook and LinkedIn:** Access should be granted to two admins per account, the social media liaison and the account requester (unit's chair, associate or assistant dean, chief officer, director, or manager).
  - d. **Branding:** Marketing & communications will provide an approved account username, and assist with profile/banner photo and description/bio write-up.
4. Register the approved account with the marketing & communications department via [the Social Media Directory Registration Form](#).

### *SOM Student Organizations*

Student organizations need to be [registered through the UNLV Involvement Center](#) before the president can request a social media account.

1. Review the school's approved social media platforms to determine which one(s) meet the student organization's needs best.
  - a. Instagram is generally considered the best platform for student organizations to create and share content on due to its large student user base.
  - b. Facebook "groups" can also be considered instead of "business" or "personal" pages. A Facebook group allows all group members to see posts, add content, and maintain their privacy. The group administrator has full authority to add or remove group members.
2. Submit a [New Student Organization Social Media Account Request](#) via the Jira Portal.

3. If approved:
  - a. **Website:** The student organization should be listed on the [Student Life webpage](#). Contact [studentaffairs@medicine.unlv.edu](mailto:studentaffairs@medicine.unlv.edu) if not listed already.
  - b. **Email:** The SOM Office of Student Affairs is responsible for keeping track of the login credentials for all student organization social media accounts and updating access as needed.
    - i. **Instagram:** Use the student organization's president [@nevada.unlv.edu](mailto:@nevada.unlv.edu) email address to set up the account. Login credentials need to be updated when a new student becomes president of the organization.
    - ii. **Facebook:** Must be managed by real people per the platform's terms of service. Access should be granted to two admins per account: the current student organization's president and a student affairs employee.
  - c. **Social Media Liaison:** The student organization's president is considered the official social media liaison or administrator for the account. If the organization has an appointed communications officer, that individual will assume the role of social media liaison in place of the president.

Social media accounts created for the learning communities are managed by the director of learning communities, with access granted to designated representatives at their discretion.

Name and contact information of all designated liaisons must be provided to marketing & communications.
  - d. **Branding:** Marketing & communications will provide an approved account username, and assist with profile/banner photo and description/bio write-up.
    - i. Student organizations are encouraged to include a statement on their bio announcing all posts reflect their opinions, and not the school's. See examples:
      - "The views expressed on this account are those of the (Insert Club Name) and are not endorsed by the Kirk Kerkorian School of Medicine at UNLV."
      - "All views are our own and not necessarily those of the Kirk Kerkorian School of Medicine at UNLV."
4. Register the approved account with the marketing & communications department via the [Social Media Directory Registration Form](#).

**NOTE:** Social media accounts created on behalf of a SOM unit or student organization prior to the distribution of this social media policy need to register the account with the marketing & communications department via the [Social Media Directory Registration Form](#). The marketing & communications team will audit the account and provide feedback to ensure the account meets the requirements outlined in this policy.

### Content Creation Guidelines

#### *Branding & Logo Usage*

All social media posts must follow the [UNLV Social Media Guidelines](#) and SOM [brand guidelines](#), including but not limited to the right usage of our name, **logo**, and color scheme. For any questions or assistance, please contact [communications@medicine.unlv.edu](mailto:communications@medicine.unlv.edu).

Please see UNLV's Trademark & Licensing Program Policy: <https://www.unlv.edu/web/advertising-sponsorship>.

#### *Editorial Style Guide*

Use the [SOM editorial style guide](#) as a resource for content creation. Character limits on social media can sometimes make it difficult to follow each and every guideline. Therefore, the use of abbreviations or acronyms is permitted, with the **exception** of "KSOM" which is never allowed.

#### *Tone, Voice, and Messaging*

The way you express yourself, whether it's via feed posts, stories, or tweets, reflects highly on the school and the university. Be respectful and understand that the views and opinions you share are the school's – not your own. Our mission is to serve the community, and that includes not affiliating/identifying ourselves with any political and/or religious ideologies.

The UNLV guidelines for official social media platforms can be found at: <https://www.unlv.edu/integrated-marketing-branding/social-media/platforms>.

The UNLV guidelines for content creation are available at: <https://www.unlv.edu/brand/writing-guide>.

### **Monitoring Discussion and Comments**

The SOM reserves the right to remove/disable any account that does not follow SOM and UNLV social media policy. Accounts that are not active for 6-12 months may be temporarily disabled and/or removed.

Content posted by other users on SOM social media sites does not necessarily reflect the opinions or policies of the SOM or university. Links to content on other websites should not be construed as an endorsement of the organizations, entities, views or content contained therein.

As a public entity, social media liaisons cannot remove or report comments from official SOM social media sites unless they violate any of the platform's terms of service or community standards or UNLV's university accounts social media policy. Open discussion is permitted, even when criticism is provided – as long as it's respectful.

Learn more at <https://www.unlv.edu/policies/university-social-media-accounts-policy>.

### **Patient Information**

Under no circumstance shall patient data be visible or shared without prior authorization, coordinated by the marketing & communications department. All social media accounts affiliated with the SOM must abide by Health Insurance Portability and Accountability Act (HIPAA) and Family Educational Rights and Privacy Act (FERPA) policies at all times.

### **Copyrighted or Licensed Materials**

Content posted to SOM social media sites must comply with laws governing copyright, trademark, and intellectual property. Rights to all material copyrighted by others must be secured before they are posted. Social media liaisons are responsible for keeping documentation of granted releases and permissions. Materials in the public domain may be used without restriction.

The use of stock photos and videos is allowed, but personally taken/captured content is highly encouraged as these tend to tell a better, unique story and perform better on social media.

### **Photography and Videography**

Do not post photos, videos, or information about others without their consent, including students, colleagues, friends, family, etc. Photos from public events call for extra caution. In the event that the photo is taken at one of the SOM locations or outdoors, and the expectation for privacy is low, media release forms can be waived.

When featuring minors or anyone receiving assistance from volunteer/nonprofit work, media release forms (for [minors](#) and/or [adults](#)) must be signed and collected by the account administrator.

For additional information, please [contact the office of compliance](#).

**Important:** Photos or videos taken during a medical encounter (or of patients) are not permitted, unless prior authorization is obtained in compliance with the facility's policies and practices. When in doubt, use caution and be mindful. If you are not sure, you shouldn't post.

## Accessibility

To ensure our social media content is inclusive and accessible to all audiences, please follow these accessibility guidelines:

- **Avoid using graphics that are overly text-heavy.** Instead of placing full paragraphs in a single image, consider using carousels or videos with narration. Narration may be added as a voiceover or through a student speaking directly in the video. In either case, ensure that captions are included so content is accessible to all users.
- **Limit graphic text to short, high-impact elements.** Use headlines, bold facts, or brief quotes. Share longer messages in the caption or link to a dedicated page.
- **Include key information in the caption** so it's accessible to screen readers and users who may not be able to view the graphic.
- **Add alternative text (alt text) when prompted.** Use clear, concise descriptions that summarize the visual content without repeating the caption.
- **Avoid posting flyers or QR codes**, as they are intended for print and are not accessible or effective in digital environments.
- **Use platform-native tools** such as link stickers and profile bio links to direct users to additional resources or event pages.
- **Ensure strong visual contrast and font readability.** Use high-contrast colors and legible fonts to improve accessibility for all users.
- **Ensure that videos include closed captions** by burning captions into the video and/or providing a closed caption (srt) file. Visual descriptions are important to include on videos that don't have narration.

To learn more about each platform's accessibility guidelines, please visit [UNLV's Social Media Platforms page](#).

You may also contact the marketing & communications department for guidance on creating accessible social media content or using these tools effectively.

## Fundraising

All fundraising through social media must be coordinated with the [SOM Development and Alumni Relations Department](#).

## Paid Partnerships And/Or Sponsored Content, Endorsements

All SOM members are prohibited from using the SOM's or UNLV's logos, brand, or SOM- or UNLV-branded clothing to promote SOM- or UNLV-independent products, services, or intellectual property on their personal social media accounts or websites.

SOM members are prohibited from using their affiliation with the SOM to promote products, services, or intellectual property not endorsed by the SOM.

Any use of SOM and UNLV branding must receive official approval from the SOM's marketing & communications department or the UNLV Division of Integrated Marketing and Branding and must comply with UNLV Graphic Standards.

Any SOM member(s) found to be in violation of this policy will be subject to potential disciplinary and/or copyright infringement actions.

Please refer to the [UNLV Advertising & Sponsorship Policy](#).

### **Responsible Social Media Use in Personal Capacity**

When creating content on personal accounts, be sure to provide appropriate disclaimers and/or reveal conflicts of interest if your view differs from the school of medicine or UNLV.

If you identify yourself as a school of medicine faculty/staff member, resident, or student in your profile or bio, the following language is recommended to be included in your account description:

- “Views are my own.”
- “The views and opinions expressed here are not necessarily those of the Kirk Kerkorian School of Medicine at UNLV.”
- “The views expressed here are my own and do not reflect the views of my employer.”

SOM physicians should follow the [Physicians' Use of Social Media for Product Promotion and Compensation](#) guidelines created by the American Medical Association.

In addition to the above, the [Social Media Guidelines for Medical Students and Physicians](#), created by the American Medical Student Association, should be followed as well.

### **Violations**

Failure to abide by SOM social media policy and guidelines may lead to social media site removal and/or other disciplinary actions.

## **Related Documents**

[UNLV Social Media Policy](#)

[School of Medicine at UNLV Brand Policy](#)

[SOM Resident Social Media Policy](#)

[Student Handbook](#)

[UNLV Graphic Standards](#)

[New Social Media Account Request Form For School Units](#)

[New Social Media Account Request Form For Student Organizations](#)

[Social Media Directory Registration Form](#)

## **Contacts**

### **Marketing & Communications Department**

Phone: 702-823-3707

Email: [communications@medicine.unlv.edu](mailto:communications@medicine.unlv.edu)