

Oakland University William Beaumont School of Medicine (OUWB) embraces the responsible use of social media for communication and to build relationships with individuals and groups interested in life at OUWB (e.g., prospective/current students, alumni, faculty, staff, and community members).

The use of OUWB social media channels (including but not limited to Facebook, Instagram, LinkedIn, Twitter, and YouTube) falls under the policies and guidelines of Oakland University (OU) located in the FY20 Social Media Guidelines – Oakland University. Also, as a reminder, see the [OUWB social media policy](#) as it relates to the conduct expected of medical students using social media.

To cultivate a cohesive, brand-forward approach that maintains alignment with OUWB messaging and communication, OUWB maintains official accounts on Facebook, Instagram, LinkedIn, Twitter, and YouTube. Having one official social media page per platform allows OUWB to communicate the voice of the brand, establish and share values, and create a visual aesthetic that runs equally across all platforms. Simply put, it allows OUWB to answer, “Who is OUWB?”

Along with cultivating an inclusive culture, OUWB practices inclusivity by accepting and reviewing proposed content for our social media platforms. This means that if OUWB is reached with an idea for a post or story, OUWB Communications and Marketing will review to determine if it aligns with our goals, strategically, or as an institution. OUWB Communication and Marketing will continue to openly accept ideas, communications, and photos for consideration.

Most, if not all, M.D. students’ OUWB-related social media needs can be met through OUWB’s existing accounts. Students who feel that they have OUWB-related social media needs not met by these accounts should request a consultation with OUWB Communications and Marketing staff by emailing [jasukait@oakland.edu](mailto:jasukait@oakland.edu).

OUWB requires that any social media accounts that use the OUWB name and/or logo (or variations of them) or that purport to speak on behalf of OUWB or any of its constituent departments or groups must be approved by OUWB Communications and Marketing prior to creation.

Student organizations that maintain a student group social media account can use OUWB in their handle according to the following example, **(name of group) at OUWB**. Only the official school social account uses OUWB at the beginning of the handle. And, only the official school social media accounts can use the OUWB logo in the social media profile image.

Any social media accounts existing without prior authorization to use the OUWB name are subject to review when discovered and may be removed. In addition, OUWB Communications and Marketing staff will perform bi-annual audits of OUWB-associated channels and will take proper action to remove any dormant or ineffective accounts.

*Updated: Oct. 5, 2020*