

# Use of Social Media at Universities

## Fall 2011

What medical school do you represent?	Does your University use social media pages?	On which sites does your University have official pages?	What is social media used for at your University?	If your University uses Facebook, what aspects are most important?	How many people are assigned to manage the pages? Do these people work full time on this job, or do they have other jobs?	What is the budget allocated for maintaining the social media pages?	Have the goals of having this social media page been met? Please elaborate if necessary.	What are some consequences (good or bad) that your University has had to face as a result of this social media?	Please provide the link of your social media pages, if applicable.	Thank you for taking this survey! If you have any additional comments/questions, please include them here.
Albert Einstein COM Brody School of Medicine at East Carolina University	No No									Students only used Facebook in the summer prior to their first semester to coordinate social activities and living situations. Thus, the faculty and administration has no official page, so students just
Eastern Virginia Medical School	Yes	Facebook, Vimeo, Twitter, Flickr, YouTube	Recruitment/Prospective Students, Current Students, Alumni	the "Wall" posts by outside users (ex. prospective students, current students etc), University officials responding to "Wall" posts, To disseminate generic information only (no question/answer/interaction), Advertise events	Our marketing department runs our social media pages. They employ approx 10 full time people. They are in charge of all special events, marketing, and fundraising.	Unknown. Not much I imagine.	The Office of Marketing & Communications works to raise the public profile of Eastern Virginia Medical School, manage media contacts, direct crisis,communications and protect the institution's brand identity. Our office ensures that the community hears about the important work It is not widely used or checked.	Donations have gone up. Recognition has gone up.  Cant think of anything particularly bad. We had to create a social media policy on acceptable use of the social media sites?	<a href="http://www.facebook.com/EVMSedu">http://www.facebook.com/EVMSedu</a> <a href="http://www.flickr.com/EVMS">http://www.flickr.com/EVMS</a> <a href="http://www.twitter.com/EVMSedu">http://www.twitter.com/EVMSedu</a> <a href="http://www.youtube.com/EasternVaMedSchool">http://www.youtube.com/EasternVaMedSchool</a>	Please send us the results of your survey.
U of MN	Yes	Facebook, Twitter, YouTube, Flickr	Recruitment/Prospective Students, Current Students, Alumni	To disseminate generic information only (no question/answer/interaction), Advertise events	1, other too - it is for our entire academic health center	?\$0		No real impact.	<a href="http://www.facebook.com/pages/University-of-Minnesota-Academic-Health-Center">http://www.facebook.com/pages/University-of-Minnesota-Academic-Health-Center</a> <a href="http://www.flickr.com/photos/uofmnhc/">http://www.flickr.com/photos/uofmnhc/</a>	Would love to see the results! Please send. thanks.
U of MS Med Center	Yes	facebook	Recruitment/Prospective Students, Current Students, Alumni, students, staff, community	University officials responding to "Wall" posts, Advertise events	unsure	unsure				The links aren't working on facebook right now, but you can search: UMMC alumni UMMC admissions
University of Central Florida	Yes	Facebook	Recruitment/Prospective Students, Alumni	To disseminate generic information only (no question/answer/interaction),				All of the information on the page are links to stories and info on the college website.	<a href="http://www.facebook.com/#!/ourMedicalSchool">http://www.facebook.com/#!/ourMedicalSchool</a>	
University of Central Florida COM	Yes	Facebook	Recruitment/Prospective Students, Current Students	the "Wall" posts by outside users (ex. prospective students, current students etc), University officials responding to "Wall" posts, To disseminate generic information only (no question/answer/interaction), To post new articles relating to our	One person; have other responsibilities (e.g. Admissions - organizes page for prospective students, as well as interview scheduling and interview day)	None	Yes - Allowing prospective students to post questions about the school or the admissions process; to allow prospective students to network with current students; to set up hosting for interview day; to update current and prospective students on the	Prospective students have a forum to ask questions and find out more about the school and the students. Unfortunately, by adding to the group, it does make the prospective students' profiles visible to the administrators, who are school officials (unless their	<a href="http://www.facebook.com/#!/ourMedicalSchool">http://www.facebook.com/#!/ourMedicalSchool</a>	
university of iowa	No									
University of Toledo College of Medicine	Yes	Facebook	Current Students	To disseminate generic information only (no question/answer/interaction)		0	0			Our media page is just a group that you can be apart of for each graduating class of the medical
University of Utah	No									
University of Utah School of Medicine	Yes	Facebook	Current Students, Alumni	the "Wall" posts by outside users (ex. prospective students, current students etc)	I know for the Alumni page there is an official person who runs the page. For the student page, I don't know who runs it. The student page is very unofficial, I think it was established for our	I don't know.				
University of Washington	Yes	Facebook	Current Students, Alumni	To disseminate generic information only (no question/answer/interaction)	1 person. Also has other responsibilities.	Assimilated in cost of personnel.	Hard to tell. It is just another way to disseminate information.	Great for generic information. More problematic if doctors start to friend patients etc. (Though the University has a policy to prevent	<a href="http://www.facebook.com/pages/University-of-Washington-School-of-Medicine/101550307138">http://www.facebook.com/pages/University-of-Washington-School-of-Medicine/101550307138</a>	There is a wealth of journal articles on the use of social media and the literature.
UT Health Science Center	Yes	Facebook; Goolee Groups	Recruitment/Prospective Students,	Advertise events	No full time employees		0 ? Facebook pages are utilized.	None that I am aware of.	Center for Medical Ethics and	Our social media pages are