

SOCIAL MEDIA POLICY

Social Media Policy

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Social media sites offer powerful means of communicating for faculty, staff, students, alumni, and friends of the Johns Hopkins Bloomberg School of Public Health (BSPH). We strongly encourage JHSPH students to use these platforms to communicate with their classmates, colleagues, and peers; to share the news with the larger world; and to join in on conversations about news and happenings in their areas of interest. However, while social media sites create new opportunities to connect with others, students should be mindful of how their communications on personal social media accounts can and will reflect upon the School they attend, or organizations they've joined.

The Communications and Marketing team in the Office of External Affairs (OEA) manages the official social media accounts for BSPH. The team, through the director of audience development and social media specialist, oversees and implements the School's social media policy, best practices, and daily content creation and distribution. The team also offers consultation and guidance for faculty, staff, students, departments/offices, and affiliated groups wanting to update and/or potentially launch social media accounts. Their contact information can be found online (<https://www.jhsph.edu/offices-and-services/office-of-external-affairs/contact.html>).