



TITLE: Research Social Media Policy

SOP NUMBER: IRB-413

REVISION NUMBER: 1.0

APPROVED DATE: 12/10/2025

A. PURPOSE

To provide guidance to employees, students, and representatives of Oklahoma State University on the appropriate and ethical use of social media when referencing or engaging in university-affiliated research activities.

B. SCOPE

This policy applies to all Oklahoma State University employees, students, and affiliates who use social media in any capacity that references university research, participants, or associated projects.

C. REFERENCES

Family Educational Rights and Privacy Act (FERPA)
Health Insurance Portability and Accountability Act (HIPAA)
NCAA Regulations
Oklahoma State University Privacy and Confidentiality Policies

D. DEFINITIONS

Social Media: Platforms designed for user interaction and content sharing (e.g., Facebook, LinkedIn, X/Twitter, YouTube, Pinterest, etc.)

Personal Identifiable Information (PII): Data that can identify an individual participant, such as name, image, or contact information.

E. ROLES AND RESPONSIBILITIES

Employees and Students: Follow this Policy and all applicable University and federal regulations.

Supervisors/Faculty advisors: Provide guidance and ensure compliance within their teams or departments.

Office of Compliance: Serve as a point of contact for questions or concerns regarding social media use in research contexts.



F. PROCEDURE

1. Protect Confidential and Proprietary Information - Do not post confidential or proprietary information about university students, employees, or alumni. Follow all applicable privacy laws and university confidentiality policies.
2. Respect Copyright and Fair Use - Do not post materials without proper attribution or permission.
3. Use of Research-Related Information - Confidential or privileged information acquired during research may not be shared on social media unless participants have provided explicit documented consent.
4. Best Practices for Posting - Think carefully before posting content that may reflect on the university. Avoid posting personal identifiable information about research participants. Use watermarks and low-resolution images (72 dpi) when posting photos to protect intellectual property. Seek supervisor, faculty advisor, or Office of Compliance input when uncertain.
5. Adherence to Platform Policies - Follow the terms and conditions of each social media platform. Failure to comply may result in account removal or disciplinary action.

G. QUALITY CONTROL

Compliance with this Policy will be monitored by the Office of Compliance. Violations may result in corrective actions or disciplinary measures per university policy.

H. SUPPLEMENTAL PROCEDURES

Refer to current policies under Research Compliance for additional communication guidance.

I. REVISION HISTORY

Date	Revision Number	Description of Changes
11/11/2025	1	Updated and merged the previous policy to align with the new policy template standards.