



DE LA SALLE
MEDICAL AND HEALTH SCIENCES INSTITUTE

DLSMHSI is a CHED Autonomous HEI and an
Associate Member of Asean University Network - Quality Assurance

ACADEMICS
CENTER FOR INNOVATIVE EDUCATION
AND TECHNOLOGY INTEGRATION

Reference No. CIETI-2021-038

Date: **February 3, 2022**

For: **Academic Community**

Approved: 
Juanito O. Cabanias, LPT, PhD
Vice Chancellor for Academics

From: 
Marlon G. Gado, RL, MLIS
Director

Subject: **Guidelines on the Responsible Use of Technology in the Campus**

Greetings in St. La Salle!

This is to reiterate the DLSMHSI Policies, Standard and Guidelines on the Use of Social Media in Academics and Guidelines on the Responsible Use of Technology in the Campus. With the ongoing online classes, students are enjoined to revisit these guidelines; specifically, Section III, Item number 2, which states that: **Information Sharing – The Institute prohibits the posting or sharing of lecture notes, research, modules, presentations, exams, and other academic outputs of the Institute without seeking permission whether online or offline.**

These policies, standards, and guidelines were presented to you during orientation, and you agreed to this by clicking the button during your initial log-in to your LMS account. Be reminded that any violations of these guidelines shall have corresponding sanctions as stipulated in the Institutional Student Handbook.

Attached are the copies of the Policies, Standard and Guidelines for your reference.

Thank you very much.





GUIDELINES ON THE RESPONSIBLE USE OF TECHNOLOGY IN THE CAMPUS

De La Salle Medical & Health Sciences Institute puts a premium value on the utilization of technology in optimizing educational outcomes and delivery of accurate information pertinent to successful communication.

In the advent of technology use, different modalities for communication are accepted for utilization for the reasons that are in line with the policies and standards of DLSMHSI as a premium venue for quality education and formation of its students.

To prevent intentional or unintentional misuse of technology that may cause damage to equipment, systems, programs and reputation of the DLSMHSI community, all administrators, faculty members, academic support personnel, students, and non-teaching personnel in the Academics are enjoined to adhere to the following Guidelines:

I. Responsible Use of Technology Devices

Students are encouraged to use technology devices to enhance their learnings. However, the Institute prohibits the use of technology devices for non-academic activities while inside the classroom or outside the campus premises during official working or reporting hours while on rotation to affiliate center or local partner communities. Technology devices include but not limited to the following: MP3, iPad, Computers, Laptop, Tablets, Camera, Voice Recorder, E-reader, Projector, Mobile Phones, etc.

1. *Use of Mobile Phones* – For senior high school students, the Institute prohibits the use of mobile/cellular phones during class. However, a student who receives an urgent call or text from parents, guardians or immediate family should notify their respective teacher/professor/facilitator of the nature of the call or text before attending it. Students caught violating this provision shall be given corresponding reprimands. (*Refer to Student Handbook for the reprimands*)

Undergraduate and medical students are encouraged to utilize their smartphones as part of the BYOD policy of the colleges. However, students may use their mobile phones for learning-related activities during class hours or official reporting hours while on outside-campus rotation. The faculty members reserve the right to reprimand students who violate this provision.

2. *Use of iPad* – Senior high school students are required to bring their iPad to the class all the times.
3. *Laptop* – students may bring a laptop to the classroom. However, faculty members reserve the rights to restrict or regulate the use of laptop inside their classroom.
4. *Camera* – the camera should primarily be used for multimedia creation purposes and special events only. Students, Faculty Members, ASP and Non-teaching personnel, are not allowed to use the camera to capture lecture notes, take photographs or videos of faculty, students, and staff without asking permission. The use of a camera to copy the thesis and other academic output deposited in the library is prohibited.
5. *Multimedia tools and equipment* – all technology tools to be used for the creation of multimedia presentations are subject to rules and regulations of the multimedia services. Use of multimedia equipment inside the classroom is subject to the approval of the classroom teacher.
6. *Voice Recorder* – Recording of classroom lectures and discussions is not allowed without permission of the lecturer or facilitator. Likewise, sharing of materials recorded should have the consent of the person/s concerned.

II. Use of Information and Communication Technology as mode of communication

1. *Email* – The institutional email (Microsoft 365-student and Gmail-faculty members, ASP and Non-teaching personnel) is the official mode of electronic communication among members of the DLSMHSI community. All are required to activate their institutional email addresses assigned by the ICT department, and they are obliged to check the inbox daily. All communications sent and received via the institutional email are considered formal, official, and binding.

2. *Mobile Text Messaging (texting)* – It shall be at the discretion of the faculty and ASP to allow text messaging as a form of communication between the faculty and students. If a faculty or ASP engaged in teaching allow the use of mobile text messaging in their class, the faculty and ASP are required to declare this in the *terms and condition on the use of technology in the classroom* form.
3. *Learning Management System* – Communications sent via the Institutional LMS shall be considered formal, official and binding. Students, faculty and ASP members are required to check their LMS accounts every day for notifications regarding assignments, exams, activity announcements, lectures, and the like.
4. *Internet Use* – Access to the institutional computer/internet network for instructional purposes are available to all students, faculty, academic support personnel, administrators, and staff via username and password. The institutional WiFi is also available for use by the students, faculty, academic support personnel, administrators, and staff via username and password to be assigned by the ICT Department. Students may connect two devices at a time only. The use of the institutional network is subject to terms and conditions of the ICT Department. *(Please refer to ICT policies and guidelines)*
5. *Use of Social Media* – All members of the academics division are required to follow the policies, standards, and guidelines on the use of social media in the campus.

III. Ethics

1. *Electronic Lecture Notes* – Students may use their electronic devices to take down notes. However, the Institute prohibits the use of the camera to capture presentations without permission from the faculty or student presenter. A Camera should not also be used to take pictures of any scholarly outputs including but not limited to theses, dissertations, and research outputs.
2. *Information Sharing* – The Institute prohibits the posting or sharing of lecture notes, research, modules, presentations, exams, and other academic outputs of the Institute without seeking permission whether online or offline.

3. *Cyberbullying and Cybercrime* – All members of the Academics must obey the Philippine laws regarding the use of technology such as Republic Act No. 10627, Otherwise Known as the Anti-Bullying Act of 2013, and Republic Act No. 10175, Otherwise Known as the “Cybercrime Prevention Act of 2012. The Institute prohibits the use of DLSMHSI network and technology devices for any kinds of unlawful acts as stated in these statutes. DLSMHSI reserves the right to monitor and check the use of Institutional network and technology devices of the Institute to deter possible violations of these laws. Likewise, DLSMHSI reserves the right to retrieved records of activities in the Institutional network and technology devices of the Institute during the conduct of investigation as regard to possible violations of the said laws without seeking consent from the users. This provision covers any incident whether happened inside or outside of the campus as long as members of the academics division are involved. No investigation of any reported incidents shall be conducted without the endorsement of the Disciplinary Office for cases involving students and Disciplinary Committees for cases involving administrators, faculty members, ASP, and non-teaching personnel.

IV. Fair Use

1. *Copyright* – Faculty, ASP, Non-Teaching Personnel, and students should observe the provisions of copyright law. Academic honesty must be followed at all times. To prevent any plagiarism incident, faculty and students should run their scholarly output in the Turnitin tool. This tool is available in the library. Turnitin report should be attached to the academic output of the student as they submit their work in the LMS. The faculty is also advised to run their materials and outputs in the Turnitin before uploading in the LMS.
2. *Proper Citation* – All materials lifted from the works of other authors uploaded in the LMS and other platforms must be cited appropriately. Faculty members, ASP, non-teaching personnel, and students are encouraged to use the Mendeley Institutional Edition tool to manage references properly. This tool is available in the library.
3. *Information Literacy Module* – To enhance students' awareness of copyright and proper citation, students must attend the information literacy module offered by the library.

Students must complete the information literacy module of the library ideally before their significant research work.

4. *Plagiarism* – The proper committee shall investigate any plagiarism or copyright violation incident monitored through LMS.

V. User Education

Responsible use of technology should be incorporated and reiterated during class orientation to students. Responsible use of technology must be observed in research, completing assignments, collaboration with faculty and group mates, creating multimedia projects, and other activities required to complete the course. The use of technology inside or outside of the classroom should always be related to learning activities specified in the syllabi and directed by the classroom teacher/faculty member.

VI. Terms and Condition on the Use of Technology in the Classroom

The Terms and Condition on the Use of Technology in the Classroom form shall be filled out by the faculty member to declare his/her preference about utilization of technology in their classroom. The faculty must inform students of his/her terms and conditions during the first day of class. The accomplished form should be available in the LMS for viewing of the students from time to time.

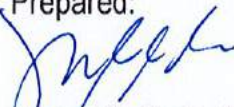
VII. Disciplinary Action

Any violation of these Guidelines shall have corresponding sanctions as stipulated in the Institutional Student Handbook. The Faculty/ASP Dispute Settlement Policies and Guidelines shall be observed in case a faculty member or ASP violates any provisions of this policy. Cases involving Non-teaching personnel shall be dealt with according to the provisions stated in the Staff Manual.

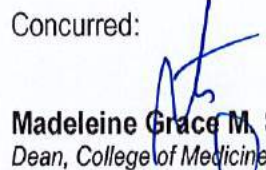
VIII. Effectivity Date:

These guidelines take effect immediately once approved by the Academic Services Operations Committee and Academic Operations Committee.

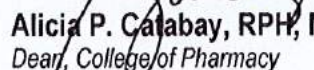
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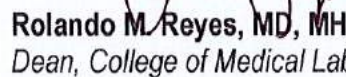

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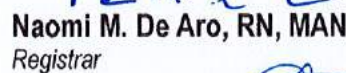
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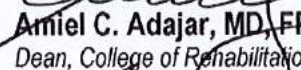

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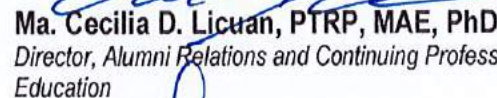

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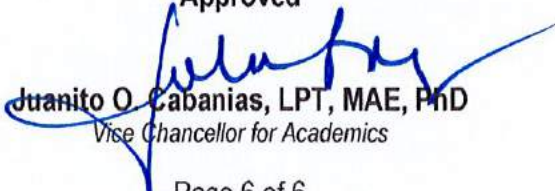

Jose Antonio P. Amistad, MD, FPSA, CSCA
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Director, Alumni Relations and Continuing Professional Education


Rowena C. Laigo, RN, LPT, MAEd
Director, Academic Quality Management

Approved


Juanito O. Cabanias, LPT, MAE, PhD
Vice Chancellor for Academics



POLICIES, STANDARDS AND GUIDELINES ON THE USE OF SOCIAL MEDIA IN THE ACADEMICS

These policies have been developed to provide guidance on the use of social media by students, administrators, faculty members, academic support personnel, and non-teaching personnel under the principle that freedom of expression comes with responsibility and must be exercised with respect and consideration to the rights of others. Social media are online applications that facilitate the creation, dissemination, discussion, and sharing of user-generated ideas and other forms of expressions and content via the internet. Social media include but not limited to Twitter, Facebook, Instagram, Flickr, Pinterest, YouTube, LinkedIn, wikis, groups such as google groups, blogs and other social networking sites that will emerge.

These policies intend to establish a culture of integrity, transparency, and accountability in social media activities of the Institute with regard to teaching, learning and other academic pursuit and to encourage the use of social media to engage the community in matters of academic interest.

These apply to all academic administrators, faculty members, academic support personnel, and non-teaching personnel, and students in the Academics.

I. Creation of Social Media Account for Official Use

1. Students, administrators, faculty members, ASP, Non-teaching personnel, and alumni shall submit an application to the CIETI to create official social media accounts. CIETI shall endorse the application to the Academic Services Operations Committee for approval. No social media accounts shall use the name, logo and other symbols of the Institute/college/academic departments/organizations/association and other recognized groups without approval from the committee.
2. Account administrators of existing social media in the Academics must submit their application to CIETI for the official recognition of their accounts. CIETI shall endorse the

application to the Academic Services Operations Committee for approval. All existing social media accounts in the Academics using the name of the Institute/College/Departments not approved by the Academic Services Operations Committee shall be deleted after issuance of the notice.

3. Only official e-mail addresses (.dlshsi.edu.ph) shall be used when creating social media accounts. Social media account administrators should request official email from the ICT if needed.
4. The name of the colleges/academic departments/associations/ organizations/clubs and other organized groups duly recognized by the Institute must be spelled out in support of the brand awareness campaign of the Institute. Official acronym shall be used only if the name of the college or department is very long. Whenever possible, official social media accounts must include the description of the office, contact details, e-mail, and link to official DLSHSI website.
5. Aside from the account administrator, unit concerned shall create a social media team who shall ensure that the use of social media aligns with the purpose indicated in the application. The team is encouraged to conduct periodic evaluation of their social media at least once a year or as needed to keep updated on the changes and to think new ways of meeting their goals with regards social media use. Account administrators are also required to inform the CIETI in writing that they are terminating their social media account.
6. Account administrators are required to report to CIETI if their social media account was hacked for assistance and documentation purposes.

II. Official Use of Social Media Accounts in the Academics Division

A. Use of social media by the Academics Division in its official capacity.

1. This refers to official social media accounts of the OVCA/college/academic departments/units/offices as well as academic

organizations/clubs/associations/research and other groups duly recognized by the Institute.

2. No social media accounts from the Academics shall be used to express personal views and opinions as well as allow any member of the community to post and share personal views and opinions on these accounts. Furthermore, account administrators are barred from using these social media accounts to share unverified, fake and misleading information as well as to comments on another's post except for replying to comments directly address to the account. The VCA/Deans/Director must approve any content that might act as the "position" of the Institute/college/academic departments.
3. Posting and uploading of content shall be done by the authorized account administrator or by the social media team only. Content such as, but not limited to are recommended:
 - a. Announcements, official statements, press releases, policies and guidelines, and circulars that are for public consumption;
 - b. Photos, videos, and recording of institutional/collegiate/department activities with proper consent if necessary;
 - c. Materials and publication produced by the Institute/college/department/organization/club/association and research group that is for public use; and
 - d. Marketing and advertisement materials such as infographics, invitation programs, event, and congratulatory posters;
4. Communication and direct messages received privately in these accounts shall be respected and should not be posted to the public. Account administrator must acknowledge and answer these queries and concerns from the audience as soon as possible.
5. Posting and sharing of materials with commercial and solicitation contents for personal gain is not permitted. Only materials of duly approved fundraising and other academic activities shall be posted and shared on these social media accounts.
6. Confidential documents produced by the Institute shall not be posted in social media.

B. Use of Social Media in the Classroom

1. It is the discretion of the faculty whether they will allow social media in their classes. It is highly encouraged that faculty must take extra caution with regard social media utilization in the class. CIETI recommends that the social and collaborative features of the LMS should be utilized instead of the open source social media platforms.
2. The use of social media in the classroom must be declared in the *terms and conditions on the use of technology form*. Faculty who shall allow the use of social media in their classes should have the responsibility to monitor the activities of their students. Institutional identification such as logo and tagline should not be used in any social media account not officially approved by the Academic Services Operations Committee through the endorsement of CIETI. Faculty and academic services unit should give CIETI list of their social media accounts being utilized in their classes and services.
3. Faculty members and ASP engaged in teaching should not use social media to intimidate students as well as to solicit a personal favor from them.

C. Use of social media as an individual

1. Do not use the name, logo, and other symbols of the Institute/college/academic departments when you are using social media for personal purposes. Make sure not to be perceived as an expert or representative of DLSMHSI when posting or commenting in social media particularly on political affiliation, religious beliefs and other sensitive topics. No individual shall identify himself/herself as representative of DLSMSHI without being authorized by the Institute. Make sure it is clear to the audience that you are not representing the position of the DLSMHSI if your identity or affiliation with DLSMHSI is identifiable.

III. Responsibilities & Professionalism Guidelines for Individual and Social Media Team

Whether academic administrators/faculty members/ASP/non-teaching personnel/students are posting through the official or personal social media accounts, they are enjoined to adhere to the following:

1. Always act in a manner suitable to your profession particularly if your professional and personal accounts are identifiable to the Institute. Derogatory, defamatory, libelous posts, and comments towards the Institute/Academic Administrators/Faculty Members/ASP/Non-Teaching Personnel/Students and other individuals, in general, or by name are not permitted.
2. Do not post, publish or share materials that are considered obscene, offensive, discriminatory, hateful, racist, insulting, sexist, bullying, harassment, libelous, defamatory, derogatory or is otherwise unlawful or not acceptable to the DLSMHSI community. Keep your social media activity do no harm to DLSMHSI or yourself, whether you are using those social media on or off campus. Keep your posts kind, thoughtful and on topic all the time.
3. Be honest with your identity as an individual or a professional. You may identify your profile as a member of DLSMHSI, but you should be clear in your posts, comments and other activities that you are not representing the views and opinions of DLSMHSI. Always ensure that you are consistent on how you wish to present the values of DLSMHSI with your audience.
4. Always use disclaimer if you are posting content on any social media outside of DLSMHSI but has something to do with your profession in DLSMHSI particularly those who have an administrative role.
5. Do not engage in any unlawful activities whether using your personal or dummy accounts. Do not pretend to be someone else or hide in anonymous and fake accounts to cheat, malign, degrade, insult, and bully others.
6. All private and confidential information should not be posted or shared on any social media platforms. Confidential information includes but not limited to unpublished details of current projects, research, minutes of the meetings, grades, student and employees' records.
7. Do not use copyrighted materials other than for fair use. Always attribute the materials to the source. Individuals are personally responsible for the content they publish on

social media. Refrain from posting content that you may be held liable for copyright infringement.

8. Do not post and share fake or misleading information particularly if it discredits other institutions, government offices, religious organizations, and other individuals. Verify the source of the materials to ensure that all contents published is accurate. Refute inaccurate information you encounter if you have sufficient expertise and authority on the topic being discussed.
9. Do not comment on government policy on behalf of the Institute/college/academic departments particularly those outside of your expertise and authority.
10. Avoid posting on social media when you are in high emotions. Contents you published in social media are public and can be downloaded, save, forwarded and shared quickly. Always put in mind that copy of posts or files deleted is still available in the archival systems. If you make any unintentional mistakes, correct it immediately and let your audience know if necessary.
11. Manage your comment section wisely. Set the settings where you can review and approve comments before they appear on your social media sites. This will let you delete spam and offensive comments that may escalate tensions between you and the audience.
12. Protect personal details. Separate your personal and professional profiles. Do not provide personal information that identity thieves could use. Do not publish your home address and other personal records that are not considered public. Make the most of the privacy settings available.
13. Protect your social media account from a phishing scam. Always practice due diligence in keeping your social media account safe by changing your password regularly.
14. Social media should not be used to express rants, complaints and other negative comments about the Institute, administrators/faculty members/ASP/non-teaching personnel and students as well as to organizations/associations/clubs and other organized groups duly recognized by the Institute.

IV. Responsibilities and Professionalism Guidelines for Individuals and Social Media Team engaged in Clinical Internship and Community Services

Academic administrators/faculty members/ASP/non-teaching personnel and interns engaged in clinical internship programs and community services are enjoined to adhere to these guidelines:

1. The right to privacy of the patients must be respected at all times. Information obtained from attending the patient shall not be published in any social media activities including pictures and videos without obtaining consent from the individual concerned. The healthcare provider must protect the confidentiality of the patient particularly the sensitive information.
2. Posting and sharing of information, which could identify the details and status of the patients, is not permitted. This includes code names to refer the patients, pictures, and videos of the patients and his/her relatives.
3. Social media shall not be used to establish inappropriate relationship with patients and superiors that could negatively affect the reputation of the Institute. Carefully consider the implications of friending, liking, following, and commenting on social media activities of the patients.
4. Posting and sharing of information, photos, videos, recording about the health facilities, employees and the community, which could give negative impression or unprofessionalism on the parts of the health facility, particularly if such materials have been obtained without consent is not permitted. Social media should not be used as a venue to express issues and concerns observed during internships.

V. Reporting and Penalty

1. All members of the DLSMHSI Academics are enjoined to report any violation of these policies, standards, and guidelines on the use of social media to the Disciplinary Office or any office/departments/units concerned.

2. Any members of the DLSMHSI Academics found violating these policies, standards, and guidelines on social media use shall be subjected to the standard disciplinary proceedings of the Academics Division.

VI. References

Patdu, I. D. (2016). Recommendations for social media use in hospitals and health care facilities. *Philippine Journal of Otolaryngology-Head and Neck Surgery*, 31(1), 6-9, retrieved from <http://philjol.info/philjol/index.php/PJOHNS/article/view/3548>

University of Michigan. (2010). Guidelines for the use of social media. *Voices of the staff*. University of Michigan, retrieved from <https://hr.umich.edu/sites/default/files/voices-social-media-guidelines.pdf>



Social Media Application Form

Name: _____ Date: _____

College/Department/Organization/Club/Association:

Telephone Number _____ Email Address _____

Name and Position of Account Administrator:

1. _____
2. _____

Social Media Team Members:

1. _____
2. _____
3. _____

Brief description and intended purpose of the account/s (use additional paper if necessary)

Select Social Media Platforms

- | | | |
|------------------------------------|-----------------------------------|---|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> You Tube | <input type="checkbox"/> Others (<i>Pls. Specify</i>) |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Flickr | _____ |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Blogs | _____ |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> Wikis | |

Policy Agreement


This is to certify that I have read and agreed to the policies, standards and guidelines on the use of social media in the DLSMHSI Academics.

Signature / Date

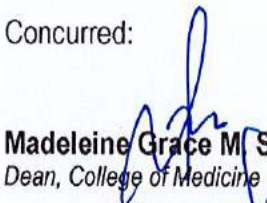
VI. Effectivity

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Prepared:

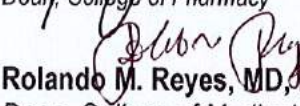

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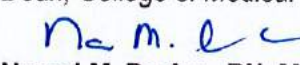
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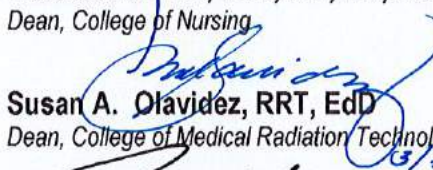

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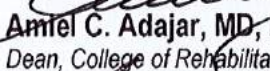

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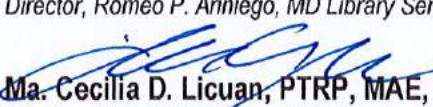

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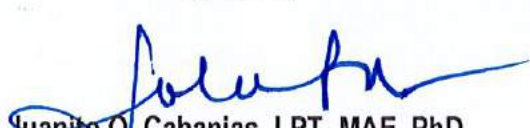

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