Confidentiality of patients, clients, medical histories and procedures and respect for the dignity of animals and persons are fundamental components of professionalism and ethical conduct in veterinary medicine. Maintaining confidentiality is also a legal and ethical expectation of our clients. Posting visual images, text or audio commentary relating to any client or client-owned patient, animal shelter-owned animals, or SVM-owned teaching or research animals, or components of lectures or laboratories, in any form to any social networking website or other public venue is forbidden without the express permission of the Dean or his/her designee. Additionally, posting such images or related written comments could violate a client’s right to privacy, resulting in permanent harm to the integrity of the veterinary medical profession, the School of Veterinary Medicine, the University of Wisconsin and the specific individuals involved. Failure to comply with this policy is a violation of the University of Wisconsin-Madison School of Veterinary Medicine Academic Standards and Associated Procedures for the Doctor of Veterinary Medicine Degree Program and will constitute grounds for disciplinary action.

(Adapted from the Oregon State University CVM Policy on Social Network Use, with permission for use provided by Dr. Susan Tornquist, OSU)