

## ***Social Media Policy For Classroom Use***

***Digital Communication, Information and Media (DCIM) Program***

***School of Communication and Information (SC&I)***

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There are many outlets available to you to communicate with current and future friends and acquaintances as well as family members. Social networking sites (e.g., Facebook, Twitter, Instagram), online hangouts, web-based bulletin boards, and blogs are just a few of these outlets. You represent yourself, your family, and your University when you engage in social media, especially for classroom use, and it is expected that you to do so with the highest standards of honesty, integrity, and responsibility. You must follow these policies and guidelines as you participate in any of the above-mentioned or similar communications in conjunction with this class, and it would be good practice to follow them in all your online communication:

- Familiarize yourself with the Terms of Service of all sites and platforms that you frequent (including Google). Know that you are bound by these terms and conditions and that most of them indicate that the site/platform can do whatever it wants to do with your data, including extracting information about you that could be sold and shared elsewhere, and making assumptions about you and your habits and lifestyle on the basis of that data.
- You may keep your page/site private or anonymous (i.e. you may use a pseudonym), but during online class conversations your profile will need to be public for others to interact with you. You may want to start a new “classroom account” that you use for educational and professional activities. Many students use their own name for such an account so as to facilitate the development of professional networks that can lead to jobs or other opportunities.
- Understand, however, that anything you post online (even if you make your site private) is out of your control the moment you place it online and is then available to anyone in the world. Do not post your home address, local address, phone numbers, date of birth, class schedule, etc. If you do, you open yourself up for predators, stalkers, identity thieves, and other criminals.
- Do not post, email, text or otherwise electronically share information, photos, videos, or other representations of sexual content, illegal acts, or inappropriate behavior (e.g., actual or implied drug or alcohol use). You are also responsible for information posted by others on your site. Be professional and responsible in your postings and texting and encourage others to do the same.
- Keep in mind that many potential employers and graduate schools analyze student websites and social media profiles in their search processes. Anything posted that is attributed to you could be damaging to your future.

- Do not post information, photos, videos, or other items online that could embarrass you, your family, classmates or the University. This includes information, photos, and items that may be posted by others on your profile/site.
- Information posted or shared should be accurate, derived from reputable, credible sources.
- Photos taken in the classroom or in connection with class should only be taken for a learning-related purpose (i.e., to capture and share text on the blackboard or powerpoint, to share and discuss relevant information, to depict the use of technology and teamwork in the classroom, etc.). See me if you are unsure whether your photo qualifies.
- Technology use and the taking and posting of photos in the classroom (as applicable) cannot distract from the work of the class.
- When possible, ask anyone whose face might appear in the photo if it's OK with them to take it before you do so. Then, show the photo to anyone whose face appears in it before you post it to make sure it's OK with them to post. Do not post it if even one person in the photo doesn't want you to do so. Delete such a photo from your device immediately.
- Do not tag classmates in classroom photos unless the classmate agrees to being tagged.
- Take down a photo if someone in the class asks you to take it down after the fact. It is understood that this photo may have already been shared elsewhere by then.
- Do not take or post video in class unless pre-approved by me (and those appearing in it) for use in some specific project.

Best practices and reminders:

- Think twice before posting, tweeting, texting, or sending an email -- every single time. If you wouldn't want your teachers, parents, younger siblings, or future employers to see it, don't post it.
- Be respectful and positive online.
- When commenting online in any forum or format, take care to be accurate, sensitive, and responsible in your remarks.
- Remember, many different audiences may view and/or monitor your information online including children, law enforcement, your family, faculty, college administration, etc. Consider the impact of your social media use on any and all members of any and all potential audiences.
- Be aware of posts, photos, and videos in which you appear on others' sites. Block or do not permit the posting or sharing of anything in which you appear that would constitute a violation of this policy.

- Remember that a permanent record and archive of all that you do is left when you use the internet, even when you keep your page private. Understand and use the privacy/security settings made available on these sites. Remember that even if you delete something, it's still out there.
- Be in a clear, thoughtful state of mind when you communicate electronically. Do not text, IM, email or post when your judgment is impaired or you are not thinking clearly and responsibly.
- See the instructor if you have a question or issue regarding any of these policies or your social media use.
- Note: If SC&I would like to use your photo or digital materials on its website or in formal promotional materials, you will be asked to sign a release.

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