

FACULTY AND STAFF SOCIAL MEDIA GUIDELINES

Social Media outlets provide useful channels for increasing the speed with which information is disseminated, as well as expanding the potential audience which can be reached. However, as with all technologies, it is important that to recognize the potential for unforeseen, or unintended consequences.

In order to temper any potential risks, this document is designed to guide faculty, staff, and other authorized users in the use of social media at Adler University.

Definition

“Social Media” is defined as any electronic tool that allows for social, interactive, and connective communication and learning, allowing for but not limited to:

- Video and photo sharing (YouTube, Slideshare, Flickr, Vimeo);
- Social Networking (MySpace, Facebook Ning, Twitter, LinkedIn, Foursquare);
- Blogging;
- Micro-blogging (Twitter, Tumblr,) including "following" and "subscribing" to feeds;
- Use of a Wiki;
- Instant messaging;
- Use of Short Message Service (texting); and
- Web conferencing (FaceTime, Skype).

Context

Interacting with people online is no different than interacting with individuals face-to-face. Therefore, Adler employees are expected to maintain the respect, dignity, and professionalism that is consistent with our mission and beliefs, and act with concern for the online safety and protection of students, the School, and themselves.

Guidelines for Social Media Usage

When using social media, it is important to remember that your profiles are public domain and that this information can be accessed if certain precautions are not taken:

- Understand that you are accountable for your postings and other electronic communications that are job-related — particularly online activities conducted with a school email address, or while using school property, networks or resources, or with students, co-workers and School partners, or while discussing school-related activities.
- The creation and maintenance of “professional” social media accounts (i.e. LinkedIn or Facebook profiles used expressly for work related activities) can help maintain the boundary



between our personal and professional lives, and result in a reduction of the risks inherent in online social media usage.

- Whether using “professional” or “personal” (i.e. LinkedIn or Facebook profiles used for recreational or personal networks) profiles, employees are responsible for recognizing that:
 - Your ability to serve as a positive role model for students and as a representative of the School is a critical aspect of your employment; social media activities may be visible to current, past, or prospective students, parents, colleagues, and community members; and accordingly, you must exercise discretion when using social media (even for personal communication) when those communications can reflect on your role at the School.
 - Uneven power dynamics exist between teacher and student; employees must act in a manner that always respects and never exploits the power inherent in these relationships.
 - The school has an official presence on various social media sites, under the control of the Department of Institutional Advancement & the Marketing Department; as such, employees may not engage in official marketing through their personal social media accounts without the express approval of the appropriate department director. (i.e. an employee creates an alumni page for the School on their personal blog.)
 - Class related activities facilitated online should be conducted through the established online learning environment in Moodle which is associated with each course.

Recommendations Regarding Employee Social Media Usage:

- Student social media relationships
 - Employees (i.e. Staff, Faculty, and Adjunct Faculty) of Adler University are strongly discouraged from “friending” or accepting friendship requests within the context of “personal” social media sites from or with current and enrolled students at Adler University. “Professional” profiles on sites such as LinkedIn and Facebook should be used instead.
- Co-worker social media relationships
 - Employees should use good judgment when making and/or accepting connections to or from colleagues.
 - All employees are strongly encouraged to use caution when making “friend” or “connection” requests of their supervisors or subordinates due to the potential for both parties to feel pressured to accept the request, potentially impacting the work relationship (as well as raising conflict of interest, unequal treatment, discrimination, or similar concerns).
- Non-school-related social media relationships
 - Social media channels and the information contained in those profiles do not represent private information. This information can be accessed by potential students or Adler

partners if certain precautions are not taken. You are responsible for protecting the access to your information.

- Remind other members of your social network of your position as an educator whose profile may be accessed by students and other members of the school community. Please ask them to monitor their posts to your network accordingly.
- Posted content
 - Exercise care with personal profile data and posted content to ensure that this information does not reflect poorly on your ability to serve as a professional or otherwise create a conflict of interest.
 - Privacy settings: Inherent in social media technology is the capability to limit access to profiles and posted content. Employees are encouraged to check their privacy settings on a regular basis to ensure that they are revealing only what they wish to and only to those they wish to reveal it.
 - Time on social sites: In no case may use of social media interfere with or impede your duties or your responsibilities to the School or our students.
 - All confidential information must be protected and disclosed only pursuant to School policy or as otherwise required by law. No social media posts may communicate any confidential information.
- Use of logos, trademarks, and intellectual property:
 - Employees are not permitted to use the school's logo, trademarks, official photographs, or any other intellectual property of proprietary materials in any postings to social media without the written consent of the Marketing Department.

Adherence to Social Media Policy Guidelines

As employees of Adler University, all faculty and staff members are expected to maintain the same level of professionalism and appropriate conduct online as would be expected in live, face-to-face interactions, when operating in a professional capacity (i.e. interacting with students, co-workers, or other partners of the School). Conduct deemed inappropriate (including but not limited to inappropriate relationships with students, interactions in violation of the School's code of conduct or those of the individual's professional association etc.) will result in disciplinary action up to and including termination.