

Social Media Guidelines

Social media outlets include blogs, websites, and social interaction software (e.g., Facebook or Twitter). The following are guidelines for appropriate **personal** use of such social media outlets. **These guidelines are NOT meant to cover use of social media outlets for classroom or educational purposes (e.g., Blackboard).**

- (1) **Followers and friends**. You should exercise control, whenever possible, over who is allowed to follow, “friend,” or post to your social media outlets. Regarding outlets such as Facebook, you should not be “friends” with those over whom you have – or will reasonably expect to have – an evaluative role. Failure to do so may result in real, implied, or imagined bias in evaluations of that person (by the person or by others).
- (2) **Responsibility**. You are responsible for your posts on social media outlets. Be civil, honest, and respectful when dealing with social media outlets. Avoid posting offensive, disrespectful, and harmful content.
- (3) **Confidentiality**. You are to protect confidential information about students, faculty, staff, and other university business when using social media outlets. Do NOT post confidential information of any kind, and delete or otherwise block confidential information posted on your social media outlets by others.
- (4) **Transparency**. You should be honest and open about your identity when interacting on social media outlets. Do not represent yourself as someone else or as a representative for an organization or entity without proper authorization.
- (5) **Accuracy**. You are responsible for the accuracy of your posts on social media outlets.
- (6) **Respect members of the university community**. When using social media outlets, do not make negative or harmful comments about faculty, staff, students, or other things associated with the university. Also, do not encourage others to make such comments.
- (7) **Respect University time and property**. Your time on campus and use of campus equipment is meant for university-related business. Do not use campus time and equipment for social media outlets unless authorized to do so.
- (8) **Endorsements**. You are responsible for protecting the reputation of UT-Tyler. Do not endorse products, political issues or candidates, religion, or other matters in the name of UT-Tyler unless authorized to do so. As an employee of the university, any endorsements you make on social media outlets may be mistaken as an endorsement by the university, so either avoid making endorsements altogether or make it clear that any endorsements you do make are your own personal views and not necessarily those of the university.
- (9) **Monitoring**. You are responsible for posts made by others on the posts that you make on social media outlets. As such, you should monitor comments and other types of posts made by others on your social media outlets. Offensive or otherwise inappropriate posts made by others on your social media outlets should be deleted or otherwise blocked from viewing by others in a timely manner.

(10) **Common sense.** Above all, use common sense when using social media outlets. Keep in mind that the “shelf life” of posts on such outlets is incredibly long, and anything you post online is almost certainly NOT private. At some point, such posts may be viewed by a broad range of users. Avoid posting items on social media outlets that you would not want to become available to a large number of people.