



Saint Leo University

Social Media Guidelines

Use of Social Media for Students, Staff, Departments and the University

For Students and Staff

Online social networks are a great way to boost friendships, stay connected with people and peers around you. Before using social media consider the following:

- ❖ Be cautious about what information you release on websites that require personal data.
- ❖ Consider that the privacy risk is intensified by slow accretion of personal information online.
- ❖ Anything in your profile can be viewed by your peers, professors, college, admission officers, employers, or family members. Employers are allowed to view social networking sites without telling you, and they may take action against you even for behavior that is legal.
- ❖ Do not post phone numbers, addresses, or dates of birth. This information is used by banks to verify your identity; they thus have value to identity thieves.
- ❖ Remember privacy settings; limit who can see what. Default settings are generally not designed to limit access.

For Departments and the University

The decision to use a social networking site as a communications tool requires active participation and monitoring by staff to ensure that all content posted to the site, by staff or others, adheres to the relevant laws and university policies. Linking to message boards and/or social networking sites, even if not hosted on the University network, risks the outside service being interpreted as an organizational —recommendation.¶

Some possible damages:

- ❖ Defamation lawsuit
- ❖ Copyright, patent, or trademark infringement claims
- ❖ Privacy or human rights complaint
- ❖ Workplace grievance under a collective bargaining agreement or unfair labor practice complaint
- ❖ Criminal charges with respect to obscene or hate materials
- ❖ Damage to the University's reputation and business interests