



## School of Public Health

### Social Media

#### Responsible Use Guidelines

2017-2018

We encourage faculty, students, staff, and other school community members to use social networking/media (Twitter, Facebook, etc.) as a means to connect with others, share educational and research resources, create and curate educational content, and enhance the classroom experience. While social networking is fun and valuable, there are some risks you should keep in mind when using these tools. In the social media world, the lines are blurred between what is public or private, personal or professional.

We've created these social networking/media guidelines for you to follow when representing the LSUHSC SPH in the virtual world.

Please do the following:

#### Use good judgment

- We expect you to use good judgment in all situations.
- You must know and follow the school's Code of Conduct and Privacy Policy.
- LSUHSC PM/CM /KDS rules.....
- Regardless of your privacy settings, assume that all of the information you have shared on your social network is public information.

#### Be respectful

- Always treat others in a respectful, positive and considerate manner.

#### Be responsible and ethical

- Even though you are approved to represent the school, unless you are specifically authorized to speak on behalf of the school as a spokesperson, you should state that the views expressed in your postings, etc. are your own. Stick with discussing school-related matters that are within your area of responsibility.
- Be open about your affiliation with the school and the role/position you hold.

#### Be a good listener

- Keep in mind that one of the biggest benefits of social media is that it gives others another way to talk to you, ask questions directly and to share feedback.
- Be responsive to others when conversing online. Provide answers, thank people for their comments, and ask for further feedback, etc.
- Always be doing at least as much listening and responding as you do "talking."

#### Don't share the following:

##### Confidential information

- Do not publish, post or release information that is considered confidential or not public. If it seems confidential, it probably is. Online "conversations" are never private. Do not use your birth date, address, and cell phone number on any public website.

### **Private and personal information**

- To ensure your safety, be careful about the type and amount of personal information you provide. Avoid talking about personal schedules or situations.
- NEVER give out or transmit personal information of students, faculty, staff or co-workers
- Don't take information you may receive through social networking (such as e-mail addresses, customer names or telephone numbers) and assume it's the most up-to-date or correct.
- Always respect the privacy of the school community members.

### **Please be cautious with respect to:**

#### **Images**

- Respect brand, trademark, copyright information and/or images of the school (if applicable).
- You may use photos and video (products, etc.) that are available on the school's website.
- It is generally not acceptable to post pictures of students, faculty or staff without their expressed written consent.
- Do not post pictures of others (co-workers, clients, participants, etc.) without their permission.

#### **Other sites**

- A significant part of the interaction on blog sites, Twitter, Facebook and other social network domains involves passing on or sharing interesting content or linking to helpful resources. However, the school is ultimately responsible for any content that is shared on it's various sites. Don't blindly repost a link without looking at the content first.
- Pay attention to the security warnings that pop up on your computer before clicking on unfamiliar links. They actually serve a purpose and protect you and the school.
- When using Twitter, Facebook and other tools, be sure to follow their printed terms and conditions.

#### **And if you don't get it right...**

- Be sure to correct any mistake you make immediately, and make it clear what you've done to fix it.
- Apologize for the mistake if the situation warrants it.
- If it's a MAJOR mistake (e.g., exposing private information or reporting confidential information), please let someone know immediately so the LSUHSC School of Public Health can take the proper steps to help minimize the impact it may have. Please reference the LSUHSC School of Public Health's Electronic Communications Acceptable Use Policy for proper steps to take immediate action.

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(Source <<http://edudemic.com/2012/06/school-social-media-policy/>> )