PURPOSE:

Part of developing a comprehensive social media policy for Marshall University includes providing information to Faculty and Staff on how they can safely use social media sites without putting themselves, or confidential University information at risk.

THINGS TO REMEMBER WHEN USING SOCIAL MEDIA SITES:

- Respect University resources as you are reading and/or providing content
- Restrict use of social media sites for University purposes to designated University social media sites
- Be respectful in your communication with others.
- Always be aware of your audience. The audience on a social media site can be broad. Remember that your audience could include current and prospective students, their parents, the media, legislators, other staff/faculty, and University alumni.

THINK BEFORE YOU POST

- The speed with which communication travels makes it almost impossible to completely delete a post. Something you've written can be archived, copied, retweeted, or forwarded almost instantly. Consider the permanence of what you're posting.
- Take special care if what you are posting could in any way be considered sensitive.
- Always respect the confidentiality of others.
- Protect yourself by being careful not to reveal any information that puts you at risk for identity theft.
- Take responsibility for the content that you are posting, whether it’s on your own site, or a site managed/run by others.
- When in doubt, don’t post.
- In general, course content should never be made available on a public or semi-public social networking site.
- Participation in a social networking site should never be mandatory for participation in any course.