



University of New Haven

Policies and Procedures

**Policy Title: Office of Information
Technology Social Networking
Guidelines**

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Responsible Office: Office of Information Technology
Responsible Official: Associate Vice President for Technology & CIO

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Scope

This policy applies to students, faculty members, officers and employees of The University of New Haven, and all others groups granted use of and/or access to Universities network and technology resources.

Policy Statement

Social networking sites, blogs, or online communities, such as My Space, Facebook, and Flickr are being used increasingly by students to communicate with each other, and by universities to post events and profiles to reach students.

As part of the University of New Haven's commitment to building a community in which all persons can work together in an atmosphere free of all forms of harassment, exploitation, or intimidation, when using University electronic resources to access on-line social networks, University community members are expected to act with honesty, integrity, and respect for the rights, privileges, privacy, sensibilities, and property of others.

Reason for the Policy

The purpose of this policy is to establish guidelines, put forth by the University of New Haven, which inform the University community on the appropriate use of social networking sites and online communities.

Definitions

Online Community

A group of people that primarily interact via computer networks or internet rather than face to face, for social, professional, educational or other purposes. Also known as a virtual community.

Social Networking Site

Any of several websites that provide a virtual community in which people with a shared interest may communicate.

Blog

A type of website, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video.

Policy Sections

7080.1 University Business Use

Only University employees authorized by their departments may use social networking

Web sites to conduct University business. If authorized and in keeping with University policy, an employee may post on a social network profile: the University's name, a University email address or University telephone number for contact purposes, or post official department information, resources, calendars, and events.

7080.2 Personal Use

Access to social networking sites is to be limited to incidental use. Incidental use must not interfere with an individual's performance of his/her assigned job responsibilities or someone else's job performance or compromise the functionality of the department or campus network.

Individuals or groups within the University community are not permitted to present personal opinions in ways that imply endorsement by the University. If posted material may reasonably be construed as implying the support, endorsement, or opposition of the University with regard to any personal statements, including opinions or views on any issue, the material shall be accompanied by a disclaimer: an explicit statement that the individual is speaking for himself or herself and not as a representative of the University or any of its offices or units.

The University's name, University telephone numbers, University email addresses, and University images are not to be posted on social network profiles for academic and staff employees for personal purposes. However, an academic or staff employee, or student government officer, or registered campus organization may use their University title for identification purposes. If the use of the title might imply endorsement, support or opposition of the University with regard to any personal statements, including opinions or views on any issue, an explicit disclaimer must appear proximate to the material.

7080.3 Monitoring

The University of New Haven does not routinely monitor social networking sites, however, as with other electronic resources, University systems administrators may perform activities necessary to ensure the integrity, functionality and security of the University's electronic resources. However, other employers, organizations, and individuals do monitor and share information they find on social networking Web sites. Posted information is public information.

7080.4 Enforcement

In response to concerns, complaints or information provided by individuals, University administrators may look up profiles on social networking sites and may use the information in informal or formal proceedings. In addition, the University has no control

over how other employers, organizations, or individuals may use information they find on social networking Web sites.

7080.5 Social Networking Considerations

The University of New Haven advises the use of discretion when posting personal information on the World Wide Web. The University Community should be aware of the following:

- You are posting content onto the World Wide Web and you cannot ensure who does and does not have access to your information.
- Information you post online may continue to stay on the World Wide Web even after you erase or delete that information from your profiles or blog.
- Future employers, graduate schools, and campus organizations may use information gathered from online communities as they are making decisions.
- By agreeing to the terms of use, online communities have your permission to republish your content worldwide and share information with advertisers, third parties, and law enforcement, among others.
- Your profile will be a part of how others know you -- please keep that in mind as you use Facebook, MySpace and other online communities.