



# Social Media: Personal or Faculty Use Guidelines

## PERSONAL OR FACULTY USE

The lines between personal and professional use can be blurred in social media. An employee's personal social media should remain personal in nature and should be used to share personal opinions. This ensures a distinction between sharing personal views and posting communications that represent the university.

Employees shouldn't use their UBC email account or password, or UBC's logo, ceremonial crest, or other trademarks, for a personal social media account. During normal business hours, employees may use personal social networking as long as those communications do not interfere with their work, as per [Policy SC14](#) (formerly Policy 104) and [Policy SC3](#) (formerly Policy 97).

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## CONDUCT

Do not use the UBC name to endorse or promote any product, opinion, cause, or political candidate. Representation of your personal opinions as institutionally endorsed by UBC is strictly prohibited.

## BE AUTHENTIC

In personal posts, you may identify yourself as a UBC faculty or staff member. However, please be clear that you are sharing your personal views as a member of the higher education community, not as a formal representative of UBC.

## PRIVACY

Think carefully about what information you share online and familiarize yourself with privacy settings to restrict personal information on otherwise public accounts. Also be aware of the limited protection this provides. Consider the long-term implications of accepting requests to "friend" or "follow" others, etc., as doing so may share private or confidential information, or misrepresent a relationship with a colleague or student.

## POSTING

Please keep in mind that the updates you post on your personal social media accounts are potentially accessible by others within your professional community. Avoid posting information that could reflect poorly on you or your colleagues.

### **FACULTY USE**

Just as speaking at conferences and to journalists can enhance your academic reputation, effective use of social media can help increase your influence and connect you with others working within your discipline. Social media can be a powerful way to share ideas, foster discussion, and enhance your teaching. These guidelines were created to assist you in creating an effective social media presence related to your area of expertise.

### **ACADEMIC FREEDOM**

These guidelines are intended to encourage faculty to engage in social media, not to interfere with or restrict academic freedom in any way. As a scholarly community we encourage responsible, respectful communication that is civil and collegial.

A few things to keep in mind:

- Think carefully about what information you share online.
- Consider the long-term implications of connecting with others, including current students, in social media, as doing so gives them access to your information.
- As a general rule, don't post anything to your students in social media that you wouldn't say publicly in your classroom.