Using Social Media

NOVA supports open dialogue and the exchange of ideas. NOVA considers blogs and other forms of online discussion and social networking as primarily a form of communication among individuals. *(Northern Virginia Community College Social Media Guidelines)*

NOVA Employees should refer to Northern ***Virginia Community College Social Media Guidelines –*** http://www.nvcc.edu/faculty-and-staff/marketing/wsdm/doc/social-media-guidelines.pdf .

Students should always be aware that the college Rules of Conduct apply to you whether you are on campus, on a NOVA device, or on an electronic device you bring with you. These appear in the Student Handbook on the web. Of particular importance is the following:

> "The following misconduct is subject to disciplinary action….Physical and/or psychological abuse or the threat of such abuse of any person on College premises or at College activities. This includes hazing of any sort. Hazing is defined as, 'To initiate or discipline (fellow students) by means of horseplay, practical jokes, and tricks, often in the nature of humiliating or painful ordeals.' Sexual harassment or assault." (*Student Handbook*)

Students, Faculty, and Staff should use common sense as the best guide if you decide to social media sites. Here are reminders about best practices for using Social Media:

• Because you are legally responsible for your postings, you may be subject to liability if your posts are found defamatory, harassing, or in violation of any other applicable law. You may also be liable if you make postings which include confidential or copyrighted information (music, videos, text, etc.) belonging to third parties. All of the above mentioned postings are prohibited under these guidelines.

• When posting your point of view, you should neither claim nor imply you are speaking on NOVA's behalf, unless you are authorized to do so in writing.

• Your Internet postings should not include NOVA's logos or wordmarks if the social media site is not an official NOVA social media site.

• Your posting should respect copyright, privacy, fair use, financial disclosure, and other applicable federal and state laws, as well as Virginia Community College System (VCCS) and NOVA policies.

• Protect yourself and your privacy. What you publish is widely accessible and will be around for a long time, so consider content carefully.

• Be thoughtful about how you present yourself online. Use your own voice; speak in the first person. Your honesty will be quickly noticed in the social media environment. If you have a vested interest in something you are discussing, be the first to point it out. Remember, what you publish

online will be around for a long time, so consider the content carefully and be judicious in disclosing personal details.

- Use your best judgment. Remember that there are always consequences to what you publish. Ultimately, however, you have sole responsibility for what you post to your blog or publish in any form of online social media. What you publish is widely accessible, so consider the content carefully.

- Protect confidential and proprietary information.   Social computing blurs many of the traditional boundaries between internal and external communications. Be thoughtful about what you publish—particularly on external platforms. You must make sure you do not disclose or use confidential or proprietary information in any online social computing platform. For example, ask permission before posting someone's picture in a social network or publishing in a blog a conversation that was meant to be private.

- Respect your audience and your fellow students and coworkers. Be yourself respectfully. This includes not only the obvious, such as no ethnic slurs, personal insults or obscenity, but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Avoid unnecessary or unproductive arguments. Do not try to settle scores or provoke others into inflammatory debates.

From: ***Northern Virginia Community College Social Media Guidelines** –*
http://www.nvcc.edu/faculty-and-staff/marketing/wsdm/doc/social-media-guidelines.pdf

For recommendations on best practices for online safety and security, including use of portable devices, visit the following websites:

Stay-Safe-Online http://www.staysafeonline.org/stay-safe-online/
Net Smartz Workshop
http://www.netsmartz.org/StreamingPresentations/InternetSafetyBasics