Policies and Procedures Handbook

Illinois Institute of Technology

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Subject: Social Media Policy

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I.   Using Social Media on Behalf of IIT

Social media channels such as Facebook, YouTube, Twitter and similar programs can be effective means of promoting IIT and connecting the university to the public at large. IIT encourages the use of these media and offers the following general guidance to those posting content on the university's behalf:

- o   Seek approval from the appropriate college or department administrator prior to posting information.
- o   Be honest and transparent in communications. Others will consider posts to be words/actions of the university so it's important that all communications are accurate and clear. Also, as an IIT representative, maintain a respectful tone in delivery and aim to be constructive with comments and criticisms.
- o   Be mindful of confidentiality and take care not to post proprietary or confidential university business or personally identifiable information about students, faculty or staff without permission.
- o   Inform the Office of Marketing and Communications of social media work performed to insure the appropriate use of IIT trademarks, logos, photos and the like.

II.   Using Social Media Personally

Individual personal use of social media requires the exercise of good judgment and common sense. Accordingly, staff and faculty should be mindful of the following:

- o   If you identify yourself as an IIT employee, include a disclaimer in your postings so that it is clear your communications are personal and do not represent the positions or opinions of the university.   Accordingly, do not include IIT's trademarks or logos in postings related to any commercial activity or political undertaking for or against a candidate for office, ballot measure or partisan cause. Do not make negative comments that target one or more IIT student or alumnus. Be respectful of all copyright and intellectual property laws.   IIT maintains many Non-Disclosure and Confidentiality Agreements with third parties and the information contained in such Agreements should not be disclosed. Use common sense and be mindful of the audience when posting content (including photographs), as nothing on these sites is totally "private." Avoid posting content that could reasonable be construed as harassing, discriminatory, threatening, malicious, defamatory or libelous against fellow professionals, employees, students, alumni, other institutions of higher education or anyone else.
- o   Review IIT's Computer Use Policy in its entirety and remember the proper use of IIT computer accounts is the responsibility of each individual.