THE UNIVERSITY OF VIRGINIA
MCINTIRE SCHOOL OF COMMERCE
AND
MCINTIRE SCHOOL OF COMMERCE FOUNDATION

SOCIAL COMPUTING POLICIES & GUIDELINES

Introduction

Social media allow faculty, staff, and students of the University of Virginia ("UVA"), the McIntire School of Commerce ("McIntire"), and the McIntire School of Commerce Foundation ("McIntire Foundation") to engage in new forms of networking and communications that can greatly enhance and facilitate their professional and academic activities. It also presents new hazards for those who do not take the time to familiarize themselves with the related rules governing the use of these technologies. The communications from anyone who publishes or contributes to McIntire or the McIntire Foundation websites, wikis, blogs, virtual worlds, social networks, or email communications, identifiable as part of the McIntire domain, are governed by federal and state laws as well as the policies, standards of conduct, and honor system of the University of Virginia.

We encourage all McIntire and McIntire Foundation faculty, staff, and students to familiarize themselves with the relevant federal and state laws, as well as UVA and McIntire policies, governing the use of electronic and social media. In particular, we would like to draw your attention to the following:

Policies

Anyone using McIntire- or McIntire Foundation-sponsored or -maintained social media sites or utilizing McIntire-maintained email accounts must comply with all federal and state regulations regarding privacy and confidentiality of information, including but not limited to:

- **The Family Education Rights and Policies Act**, FERPA, which requires UVA to protect the confidentiality of student academic records;

- **The Disclosure of University Records policy** (UVA Financial and Administrative Policies Manual, Policy XV.C.1), which establishes employee responsibility for the security of its information;

- **The state records management program policies** on retention, protection, and filing practices and techniques for all files and records governed by the Public Records Act (Code of Virginia, Chapter 7, Public Records Act, http://leg1.state.va.us);

- **The Gramm-Leach-Bliley Act**, which requires that personally identifiable financial data, such as bank and credit card account numbers, be safeguarded against unauthorized access or use;

- **The Health Insurance Portability and Accountability Act, HIPAA,** which requires that protected health information be safeguarded against unauthorized access or use.

- **The Commonwealth of Virginia's Use of Electronic Communications and Social Media Policy,** which states that incidental and occasional personal use of the Commonwealth's electronic communications tools including the Internet is permitted as long as the personal use does not interfere with the user's productivity or work performance, does not interfere with any other employee's productivity or work performance, and does not adversely affect the efficient operation of the Commonwealth's systems and networks. Personal use of social media that refers to any aspect of the work environment should be done in a responsible and professional manner.

- **UVA's copyright/privacy/web policy**, which governs proper respect for the laws governing copyright and fair use of copyrighted material owned by others, including but not limited to written materials, cartoons, graphics, logos, photography, music or audio files, and movies or video files. McIntire's own copyrights must also be observed.

Guidelines

In addition to UVA's Responsible Computing at UVA guidelines, faculty, staff, and students of McIntire should also adhere to the following guidelines and best practices for social media conduct. Any questions about these guidelines should be directed to Gerald Starsia, Senior Associate Dean for Administration, at gs2t@virginia.edu.

- **You are responsible for what you write.** McIntire Foundation employees as well as McIntire faculty, staff, and students are personally responsible for the content they transmit or publish online. If you are going to forward an article or series of photos, you need to make sure you have read or viewed the entire content prior to forwarding in order to ensure questionable content or images are not unintentionally transmitted.

- **Everything is public.** There's no such thing as a "private" social media site. Search engines can turn up your posts years later. Don't post something today that may haunt you later. It is also important to remember that all content contributed on all non-password-protected platforms becomes immediately searchable and can be immediately shared. This content immediately leaves the contributing individual faculty, staff, or student members' control forever.

- **Be respectful.** McIntire and the McIntire Foundation's community members reflect a diverse set of customs, values, and points of view. Don't be afraid to be yourself, but do so respectfully. If readers see your affiliation with McIntire or the McIntire Foundation, they may read your words as representing McIntire or the McIntire Foundation, even if you provide a disclaimer saying your views are your own. As a general rule, be respectful, and don't post anything you would be uncomfortable saying in a public setting.

- **Be transparent about your role at McIntire or the McIntire Foundation.** If you participate in or maintain a social media site on behalf of McIntire or the McIntire Foundation, clearly state your role and goals. Anonymity is not an option. Strive for accuracy; correct errors quickly and visibly. If you are a faculty or staff member and have questions about whether it is appropriate to write about certain material, ask your area coordinator or supervisor first. If you have a vested interest in something you are discussing, be the first to point it out, but also be smart about protecting yourself and your privacy.

- **Protect your identity.** Don't provide personal information about yourself or others that scam artists and identity thieves might steal.

- **Moderate comments and discussions.** By their nature, social networking sites are participatory and involve sharing among multiple users. However, it is important to monitor live discussions for off-topic or abusive comments. Whenever possible, moderate comments and be transparent about doing so. Try to add value.

The presence of both McIntire and the McIntire Foundation on social computing channels such as Facebook and Twitter should be professional in nature and technically secure. Both McIntire and the McIntire Foundation are responsible for ensuring that content posted by, or on behalf of, any department adheres to all relevant policies and to appropriate laws that govern the dissemination of public information.