

Social Networking on the Internet

Guide for UCSB Employees, Departments, and Registered Organizations

GENERAL

Social networking Web sites or on-line 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 California, Santa Barbara'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,"¹ when using University electronic resources to access on-line social networks, University community members (academic and staff employees, students and others) are expected to act with honesty, integrity, and respect for the rights, privileges, privacy, sensibilities, and property of others. By doing so, individuals will be abiding by applicable laws, including copyright law, University policy, and the University's Statement of Ethical Values.

POSTING

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. For example a student health advocate or educator is charged with student outreach and education within their job description. Student Health Service may authorize these employees to use an on-line social network site to communicate with students and post University resources.

Personal Use

Consistent with the UC policy on Electronic Communications, personal use of University electronic resources to access 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. (Use of the University's Name and University of California Policies Applying to Campus Activities, Organizations, and Students, Section 41.12) An example of a disclaimer is as follows:

¹ Policy on Sexual Harassment and Complaint Resolution Procedures <
<http://www.sa.ucsb.edu/Policies/SexualHarassment.asp>>

The contents, including all opinions and views expressed, in my profile [or on my page] are entirely personal and do not necessarily represent the opinions or views of anyone else, including other employees in my department or at the University of California. My department and the University of California have not approved and are not responsible for the material contained in this profile [or on this page].

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. See disclaimer above.

RISKS – SPAM, SPYWARE, AND VIRUSES

Many social networking sites collect profile information for advertising (SPAM) targeted at individuals with particular affiliations and interests. Use of the sites may increase SPAM to your email account.

In addition, from the social networking sites or links on social networking sites, your machine or network may be exposed to spyware and viruses that may damage your operating system, capture data, or otherwise compromise your privacy, your computer and the campus network, as well as affect others with whom you communicate.

MONITORING

The University of California, Santa Barbara doesn't 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. (UC Electronic Communications Policy, Section IV) However, other employers, organizations, and individuals do monitor and share information they find on social networking Web sites. Posted information is public information.

INVESTIGATIONS

In response to concerns or 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.

Whether professionally or for incidental personal use, if you use social networking Web sites, please read the We Care Safety Tips.

RELATED RESOURCES

[Campus, laboratory and Office of the President Principles of Community](#)

[Statement of Ethical Values](#)

[Academic Personnel Policy Manual](#)

[The Faculty Code of Conduct](#)

[The Faculty Handbook](#)

[Personnel Policies for Staff Members](#)

[Policies Applying to Campus Activities, Organizations and Students](#)

[Policy on Sexual Harassment and Procedures for Responding to Reports of Sexual Harassment](#)

[Policy on the Use of the University's Name](#)

[University policies on nondiscrimination and affirmative action](#)

[University Electronic Communications Policy](#)

User Agreements for Electronic Resources (see providers' Web sites)

[We Care Safety Tips](#)