

## **Social Media Privacy Policy Salisbury University**

### **I. Purpose**

This policy recognizes the importance of privacy in a student's personal activities involving the use of social media. It also recognizes that the use of Social Media by University employees plays a valuable and appropriate role in academic and career-based activities to the benefit of students. The purpose of this policy is to set forth appropriate rules to protect student privacy interests while permitting the use of Social Media for academic and career-based activities.

***Note: This policy is Salisbury University's local implementation of the BOR Policy V – 1.20 – POLICY ON STUDENT SOCIAL MEDIA PRIVACY.***

### **II. Definitions**

- A. "Non-Public Access Information" refers to the security information required to access a Social Media account. Examples include: passwords, log-in information or other private and confidential information required to gain access to a Social Media account.
- B. "Personal Social Media Account" refers to a Social Media account that allows social interaction and dissemination of information to others, created and maintained by a student, prospective student, or applicant in whole or in part for private use. It does not include:
  - 1. an account on a social media platform owned or provided by an educational institution; or
  - 2. an account on a social media platform created by a student, prospective student, or applicant specifically for academic or University-assisted career-based activities.
- C. "Social Media" are internet-based applications that enable users to participate in social networking by exchanging content with other users. Examples of Social Media include but are not limited to LinkedIn, Facebook, Twitter, YouTube, Flickr, Instagram, Tumblr, and Vine.

### **III. Scope**

- A. University employees shall not require, request, suggest, or cause a student, prospective student, or applicant to disclose, grant access to, or allow observation of Non-Public Access Information pertaining to any Social Media account.
- B. University employees shall not require that a student, prospective student, or applicant change the privacy settings on a Personal Social Media Account.
- C. University employees shall not require a student, prospective student, or applicant to designate a University employee or agent of the University as a "friend" a "follower" or any other designation that would afford the employee or agent access to a Personal Social Media Account.

D. University employees shall not require a student, prospective student, or applicant to log onto any Social Media account in the presence of a University employee or agent of the institution.

E. University employees shall not require that a student, prospective student, or applicant provide names of the Social Media platforms that he/she employs.

#### IV. **DISCIPLINE**

University employees shall not suspend, expel, discipline, penalize, or threaten to take any of the aforementioned actions against any student, prospective student, or applicant for refusing to provide information in response to a request that is prohibited under Section III of this Policy.

#### V. **LIMITATIONS**

This Policy does not prohibit the following activities:

A. University employees may require a student to provide access to a Social Media account provided that:

1. The student has the option, at his or her own election, to complete the assignment or activity by using an existing Personal Social Media Account or by creating a generic Social Media account;
2. access is limited to the academic or career-based activity;
3. the student is not required to provide Non-Public Access Information;
4. the academic or career-based activity is designed and administered in a manner that is consistent with the institution's FERPA obligations.

USM Bylaws, Policies, and Procedures of the Board of Regents V-1.20 – 3 University employees are encouraged to obtain unit-level approval before instituting academic or career-based activities involving access to such accounts. In addition, University employees are encouraged to provide notice to students, in syllabi or other relevant written publications, when use of such accounts is required.

B. University employees may access Personal Social Media Account information that has been voluntarily provided to them by a student, prospective student, applicant, or third party.

C. University employees may access publicly accessible information relating to a student, prospective student, or applicant's Personal Social Media Account.

#### VI. **Contact**

To report comments, questions or an alleged violation of this policy, please contact the Policy Administrator: [abuse@salisbury.edu](mailto:abuse@salisbury.edu) Salisbury University Information Technology Conway Hall, Room 301, (410) 543-6111

#### VII. **Approval:** October nn, 2016

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## Senate Recommendation to the Provost

Originating Body: Faculty Senate  
Date Submitted: 03/28/2017

Originator: Stephen Ford  
Requested Effective Date: Immediate

Recommendation: Approval of the Social Media Privacy Policy

Attached: Report from the Academic Policies Committee of the Faculty Senate

Date Approved by the Faculty Senate: 03/28/2017

  
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President, Faculty Senate

03/28/2017  
\_\_\_\_\_  
Date

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Action Taken by Provost

Date: 4-4-17

Recommendation Accepted

Recommendation Not Accepted

Recommendation returned to the Originating Body for further review (see attached)

Disposition for Approved Recommendation:

President  
 Faculty Senate President  
 Consortium Chair  
 Webmaster  
 Catalogue Editor

VP Student Affairs  
 VP Finance  
 School Deans  
 Graduate Council  
 Provost Council

  
\_\_\_\_\_  
Provost

4-4-17  
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Date

TO: FACULTY SENATE

FROM: ACADEMIC POLICIES COMMITTEE

DATE: DECEMBER 18, 2016

RE: SOCIAL MEDIA PRIVACY POLICY

On November 1, 2016 the Academic Policies Committee (APC) received the following charge from the Faculty Senate:

We, the Faculty Senate, charge the Academic Policies Committee to provide an in-depth review of the recently crafted Salisbury University Social Media Privacy Policy, which was under MHEC mandate to be in place by November 1, 2016, and suggest any appropriate changes. Report will be submitted and presented to the Faculty Senate on or before the March 14 meeting.

In response to the above-referenced charge from the Faculty Senate to provide an in-depth review of the Salisbury University Social Media Privacy Policy, the Academic Policies Committee met on October 21, 2016 and November 18, 2016.

Over the course of two meetings, the APC reviewed the Social Media Privacy Policy thoroughly. The APC acknowledged the need for a policy regarding social media due to the extensive use of social media by students, faculty and staff. The Committee recognized that information that serves an academic, professional or personal purpose may be disclosed on social media therefore there is a need for a policy regarding the privacy of the user.

After careful consideration and discussion of the definitions, and each of the policy provisions, the APC unanimously concluded as follows:

1. The policy as written is standard and covers all the necessary provisions commonly found in a policy of this nature;
2. Committee members did not present concerns with the policy as written and there were no arguments against implementation of the policy as written;
3. Committee unanimously voted to recommend approval of the Social Media Privacy Policy and did not suggest any changes or have any questions about the policy.

The APC approves implementation of the policy as written.

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