

# Social Media at the University of Manitoba



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OF MANITOBA

Blogs, social networks and web sites such as Wikipedia, Twitter, Facebook, Instagram, and YouTube are exciting tools for sharing knowledge, engaging with the community, promoting programs and events, expressing creativity, collaborating and connecting with others.

These communication tools offer new opportunities for sharing information, both as an individual and as an organization, but also present challenges to maintaining an environment of respect and confidentiality, as required by the University's policies, such as the *Respectful Work and Learning Environment Policy*.

The following guidelines are intended to provide University faculty and staff with basic guidance about **how to effectively and safely use social media on behalf of the University**. The best practices outlined here encourage transparency, effective communication, protection of privacy and confidentiality, and adherence to University policies.

## General Guidelines

**Be accurate.** It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible; after all, that's how you build community.

*Make sure that you have all of the facts before you post. If you make an error, correct it quickly and visibly.*

**Be respectful.** All faculty and staff are expected to uphold the professional norms of any University office or function onto social media platforms. Encourage feedback and two-way communication in a constructive and respectful environment that is consistent with the University's commitment to respect for the dignity of others and to civil discussion of ideas.

*Any content posted must adhere to the principles of the University's Respectful Work and Learning Environment Policy.*

**Be transparent.** Be honest and complete about your own identity and the purpose of the social media activities, even if using social media tools as an organizational user (e.g. Tweeting as the University of Manitoba Access and Privacy Office).

*Although you may be posting on behalf of an organization, designate a primary contact or contributor to field public questions, comments and concerns.*

**Maintain Privacy and Confidentiality.** Do not post confidential or proprietary information about the University of Manitoba, its students, its alumni, or your fellow employees. Use good ethical judgment and adhere to university policies and privacy legislation.

*As a general rule, personal and personal health information about others should not be shared on social media sites.*

**Add Value.** Contribute your observations, experiences, and opinions related to topics you are passionate about and understand well; cite your sources and separate opinions from facts. Think about what you want to say; understand the context and the rules of engagement; and be sure that you are upholding and maintaining academic integrity before you post your comments.

*Make your content rich and interesting for others to read and share.*

**Use Disclaimers.** Remember to post with care and use disclaimers to make it clear whose views you are expressing.

*If posting as an individual, you are ultimately responsible for the content you post on social media platforms.*

**Copyright.** Show proper respect for the laws governing copyright and fair use of copyrighted material owned by others.

**Collecting User Information.** Applicable access and privacy legislation imposes restrictions on the collection, use, storage and disposal of personal and personal health information, which may conflict with the terms and conditions of the social media site.

*University departments should not use Facebook and other social media sites to collect the personal information of users without first conducting a Privacy Impact Assessment (available through the Access and Privacy Office).*

## For More Information

- [University of Manitoba's Respectful Work and Learning Environment Policy](#)
- [Getting Started, Best Practices, and Guidelines](#) (Marketing and Communication Office)
- Contact the Access and Privacy Office, 233 Elizabeth Dafoe Library, 204.474.9462, [fippa@umanitoba.ca](mailto:fippa@umanitoba.ca)