GUIDELINE

GDL-31

Social Networking Key Messages for Staff and Educators

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1. Staff & Educators

1.1 Managing a responsible online identity

**Be aware** – many of your online activities can be viewed by everyone, including friends, family, colleagues and students.

**Be selective** – ensure your privacy settings suit your needs and limit access to those you trust and with whom you feel comfortable sharing personal information.

**Be private** – posting private information such as your cell phone number, address, class schedule, social events, etc., makes it easy for anyone to find you, steal your identity or know your location (as, for instance, when you will be away from home on a vacation).

**Be professional** – when engaging students and colleagues, remember that any content that you display (photos, videos, postings, etc.) represents you, your activities and values to everyone who sees it.

**Be sensitive** – online relationships involving students, staff and faculty share the same power imbalances as in-person ones.

**Be a model** – exercise appropriate discretion when communicating online, knowing that your behavior may be used as a model by students.

**Be knowledgeable** – participation in social networking environments for university-related work and courses must be optional and cannot be imposed. Students and staff invited to use social networking sites as a part of their coursework or jobs must be given a protection of privacy notice so that a decision to participate is based on informed consent.

**Be considerate** – when engaging University stakeholders through social networking systems, always remember you are representing Simon Fraser University and are bound by the Freedom of Information and Protection of Privacy Act of BC and the University’s privacy policies (I10.04 and I10.05). Remember too, that data collected through most social networking software resides in the USA.

2. Notes

2.1 * Note: all information transacted via US-based social networking sites is stored permanently in the USA, becomes the property of the service provider and can be used by that provider for any purpose.
without your consent, and is subject to investigation without notice by the US government under the authority of the Patriot Act.

2.2 **Privacy notice when using social networking sites:**

The [course/program area] has decided to use the [name of service] social networking site and related applications as a convenient service to students. Your use of this site and its related applications is voluntary. Please be advised that the personal information disclosed to the social networking site, either by yourself directly or by the University with your consent, is stored on servers located outside of Canada. As a result, retention, access to, and the secondary use and disclosure of your personal information are subject to the social networking site's terms of use, privacy policies and foreign law. To make an informed decision, please read the social networking site’s terms of use and privacy policies before using the service and giving your consent.

Simon Fraser University encourages all community members (students, faculty, staff and alumni) to exercise caution when revealing information about themselves online, and particularly when using social networking sites. Please be aware of the personal information you are revealing about yourself and how this information could be used now and in the future.

Please note that the social networking site’s privacy settings can be used to restrict access to your profile.

**Note: in addition to the above, use the statement below when the university seeks permission to disclose to a social networking service personal information that SFU has collected.**

Having read the notice above, I give my consent to disclose my personal information under the terms and conditions described below:

1. The personal information to be disclosed is [describe the personal information disclosed]
2. The personal information may be disclosed to [name of social networking site]
3. The personal information is disclosed for the purpose of [describe the purpose]
4. This consent to disclose my personal information expires on [set a date or event when consent expires]

[I consent button]

3. Authority

3.1 This document is administered under the authority of the Archives and Records Management Department. Questions about interpretation of the document may be directed to the University Archivist. See SFU Archives' website (http://www.sfu.ca/archives) for contact details.