

# Use of Social Media

April 10,2013

# A few topics to be covered

- Social Media – definition
- Interesting facts
- What about email?
- Examples of social media tools
- What are others doing in the space?
- Public vs. private
- Principles of social media use

# Social media - definition

Social media

*From Wikipedia, the free encyclopedia*

**Social media** refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

*Wikipedia – Social Media, April 2013*  
[http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)

# Examples of Social Media



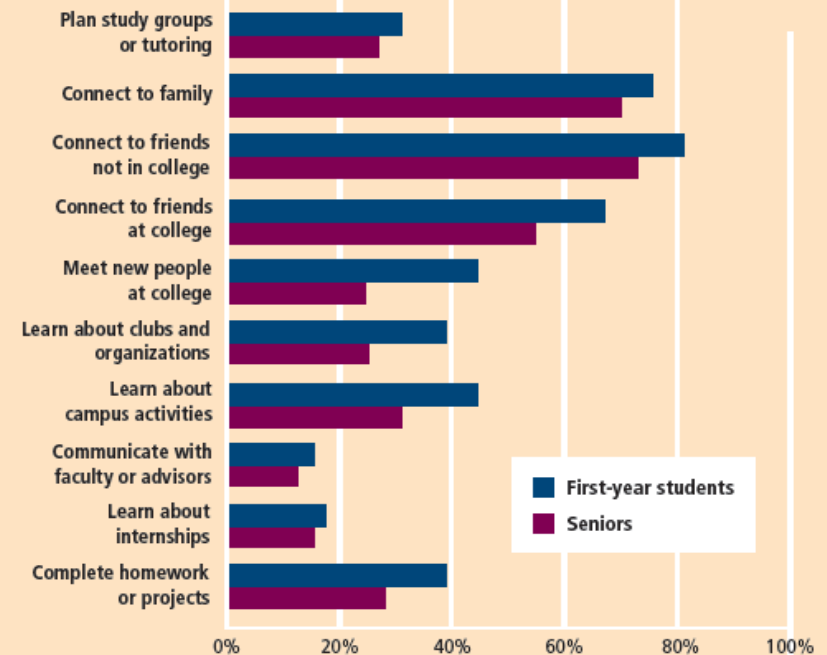
How we use decentralized people-based networks to get the things we need from each other

# Interesting facts:

- 89% of students use social media
- 28% used social media to plan study groups/tutoring
- 33% completed assignment and class projects
- 17% learned about internships
- 15% communicated with faculty or advisors

19,000 STUDENTS FORM 42 COLLEGES AND UNIVERSITIES

Figure 10: Reasons Students Frequently<sup>a</sup> Used Social Media<sup>b</sup>



a. Percentage responding "Often" or "Very often."




b. Percentage based on students who used some form of social networking technology.

[National Survey of Student Engagement\(NSSE\) Annual Results 2012](#)

# Higher expectations:

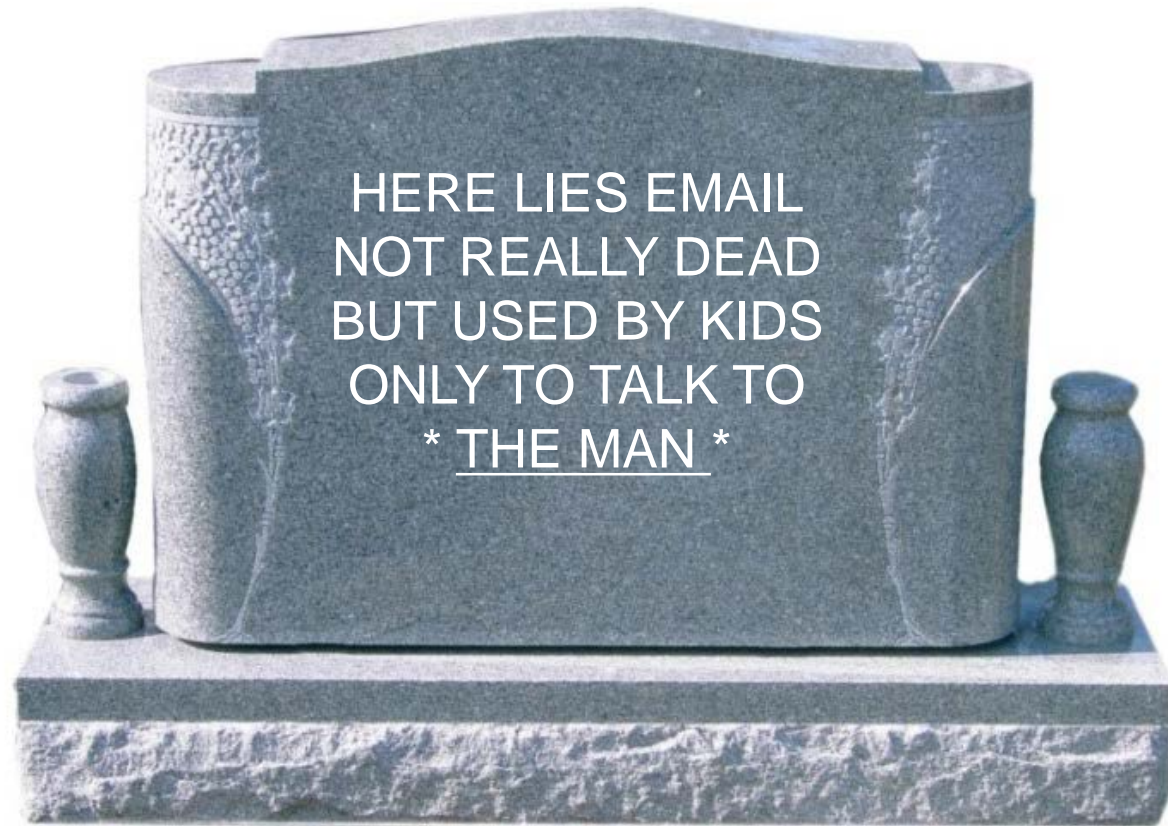
Today's 16-24 year olds have even higher demands.

Growing up online has shaped how teens and young adults receive, process and act on information. They expect communication to be:

Brief		They send one billion text messages a day
Instant		They don't even remember B.G. (Before Google)
Always On		There are no office hours when you're always connected

*Ologie: Social Media & Higher Education*  
by [Leigh Householder on Aug 06, 2009](#)

# What about eMail?



# Top Social Media Savvy Universities



Harvard University

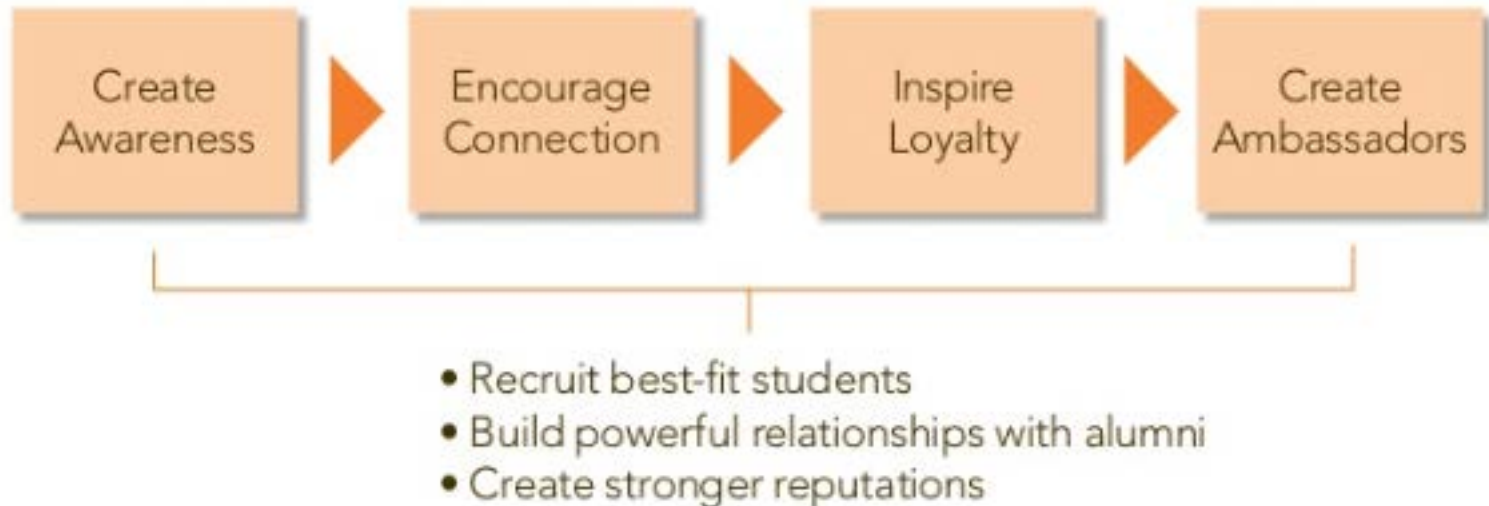




# Social Media – considerations

## Why do colleges and universities invest in social media?

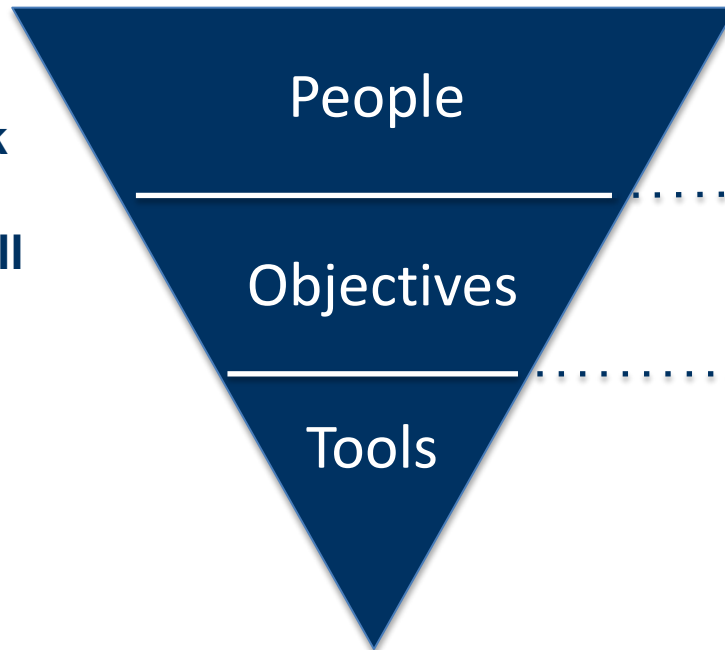
For many of the same reasons they invest in more traditional marketing and advertising:



*Ologie: Social Media & Higher Education*  
by [Leigh Householder on Aug 06, 2009](#)

# We must set a strategy

**Start with who  
you want to talk  
to, not the  
technology you'll  
use**



**Understand what your  
students and alumni are  
doing on the social web**

**Define what you want to  
accomplish**

**Decide what social  
technologies to use**

**Social Media  
Strategy**

# Social Media – considerations

- What are the issues you want to address with social media in your department, unit or teaching pedagogies?
- Articulate how individuals should or should not blend personal vs. professional views. We must have conversations with our staff.
- Clarify how the University's name or your school / college name should or should not be used.
- Provide guidance to departments on how to use social networking in a way that reflects positively on the University's image and reputation.
- Develop social media acceptable use guidelines for departments so they can effectively communicate with students in the students' medium of choice.

# Public vs. private

- Blurring line between public and private.
- Are your comments or posts fair game?
- Am I always speaking as a representative of the University?
- Virtual comments often lose the context and history.
- Balancing our desire to share our ideas and holding virtual conversations with the risk that anything we share can be taken out of context, removed from the conversation and evaluated in isolation (think, retweet)?

# Social Media Policy

Many universities have stated guidelines for the use of social media.

## Key elements:

- Confidentiality
- Privacy
- Personal responsibility
- Think before you post
- Affiliation guidelines
- Personal vs. university views
- Accuracy
- Transparency
- Accessibility
- Use of the University's name

# UC wide efforts

## UC PRIVACY AND INFORMATION SECURITY STEERING COMMITTEE REPORT, JANUARY 2013

Four recommendations it believes define an overarching privacy framework that will pave the way for an integrated approach to privacy and information protection

### **Recommendations:**

1. UC Statement of Privacy Values, UC Privacy Principles and Privacy Balancing Process
2. Campus Privacy and Information Security Boards
3. Systemwide Board for Privacy and Information Security
4. Campus Privacy Official

# In the absence of a Social Media policy

Remember some of our primary values:

- Free speech
- Academic freedom
- Respect others and self – civil community
- Transparency (how posted information should be used by the University and others).
- Privacy of protected information
- Appropriate stewardship of UC resources
- Excellence

# In the absence of a Social Media policy continued...

- Good judgment and air on the side of caution and think before you TWEET!
- Refer to the UC Electronic Communication Policy  
<http://www.ucop.edu/ucophome/coordrev/policy/PP081805ECP.pdf>
- Refer to the Data Classification Standard  
<http://security.berkeley.edu/data-classification>



Thank you!