



# Social Media Tips for Faculty and Staff

SUNY Delhi encourages the sharing of news, events or faculty, staff and student accomplishments through social media tools that will help build the college's brand. You are welcome to repost and share public information, such as press releases, articles, Internet news, etc. However, when sharing information that is not public, please follow the guidelines below.

## Confidentiality

Faculty and staff should not post confidential or proprietary information about SUNY Delhi, students, alumni or fellow employees. Use good judgment and follow the college policies that are outlined in Delhi's Communications Policies and Procedures Guide, which can be found at [www.delhi.edu/administration/advancement/comm-policies/index.php](http://www.delhi.edu/administration/advancement/comm-policies/index.php).

## Privacy

Do not discuss a personal situation about a student or fellow employee on a social media site without that person's permission.

## Liability

You are responsible for what you post on your own site and on the sites of others. Do not post comments that violate copyright infringement, or are defamatory, proprietary, libelous or obscene (as defined by the courts). As employees of New York State, faculty and staff are held to applicable state law or SUNY policy.

## Do No Harm

Do no harm to SUNY Delhi, yourself or others while you are using social media on the job or off.

## Personal Responsibility

SUNY Delhi staff and faculty are personally responsible for the content they publish on blogs, wikis or any other forms of user-generated content.

## Respect

You are more likely to achieve your goals or sway others to your beliefs if you are constructive and respectful while discussing a bad experience or disagreeing with a concept or person.

## Transparency

The line between professional and personal business is sometimes blurred: Be honest about your identity. In personal posts, identify yourself as a SUNY Delhi faculty

or staff member. However, please be clear that you are sharing your views as an individual, not as a representative of SUNY Delhi. The best way to share Delhi news is to link to the original source.

## Mistakes

If you make a mistake, admit it. Be up front and be quick with your correction. If you modify an earlier post—make it clear that you have done so.

## Be a Valued Member

If you join a social network, make sure you are contributing valuable insights. Don't hijack the discussion and redirect by posting self/organizational promoting information. Self-promoting behavior is viewed negatively and can lead to you being banned from web sites or groups.

## College Time and Property

It's appropriate to post at work if your comments are directly related to your professional activities. The college defines "professional activities" as those that advance the college's mission of education, research and public service. Faculty and staff should participate in personal social media conversations on personal time. Personal use of social media on state time is governed by the New York State Public Officers Law and other federal, state and local laws and in accordance with the college's social media use policy found at [www.delhi.edu/administration/advancement/comm-policies/social-media.php](http://www.delhi.edu/administration/advancement/comm-policies/social-media.php).

## Don't Use Delhi Logos or Make Endorsements

Do not use SUNY Delhi logos, word mark, athletic logo or any other SUNY Delhi marks or images on your personal sites. Do not use Delhi's name to promote or endorse any product, cause or political party or candidate. Also, it is college policy to contact College Relations before developing any social media site that relates to SUNY Delhi. SUNY Delhi use guidelines can be found at [www.delhi.edu/administration/advancement/comm-policies/college-name-logos.php](http://www.delhi.edu/administration/advancement/comm-policies/college-name-logos.php).