INTRODUCTION

Social media channels or networks are web-based and mobile platforms that allow the use of online social connections to broadcast communication. With social media, user-generated content is highly accessible online, and is also a powerful digital equivalent of “word-of-mouth.” Examples of online social media channels include but are not limited to Facebook, Twitter, Instagram, Google Plus, Snapchat, and YouTube.

POSTING ON PERSONAL SOCIAL MEDIA SITES

Students, staff, and faculty should practice good judgment and professionalism when representing Purdue through social media channels by complying with the following guidelines.

1. Photos, videos, or images of animals or cadavers owned or used by Purdue for purposes of teaching or research, or client-owned animals who are patients in the Veterinary Teaching Hospital, may not be put on personal social networks or web sites.

2. Protect confidential information. In reference to Purdue University policy, do not post confidential, health, proprietary or protected information about students, employees, clients, patients or other members of the Purdue University community. Personal contact information must be protected from others.

3. Moderate comments and discussions. Because of the participatory nature of social media, it is extremely important that other user-generated content posted to the site is closely monitored. Watch for off-topic or abusive comments and promptly remove them. If possible, develop a comments policy and encourage respectful use.

4. Protect Purdue’s Institutional Voice. If you identify yourself as a Purdue faculty, staff member, or student online, make a clear statement that the views expressed in your personal site are not those of the institution. When your page/group mentions Purdue, users who read your posts may perceive that you are representing the university, even if you state that the views are your own and do not represent your affiliation with the university. Therefore, do not post anything that you would not be comfortable saying in a public setting, at a conference, or to a member of the media. Posts should protect Purdue University’s institutional voice. Your page should always have its own identity and should not be misconstrued as representing Purdue University as a whole. Name your social media page or group accordingly.
5. Posting images and video. Images online are easily appropriated by other users. Photos and videos must comply with PACUC’s Policy on Visitation, Photography, Videography, and Observations within Vertebrate Animal Facilities.

6. Other important considerations:
   • Do not post material that infringes on the rights of any third party, this includes intellectual property
   • Do not post material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, or hateful
   • Do not make negative comments about other schools
   • Do not post jokes or tag games
   • Be respectful
   • Be accurate
   • Do not post advertisements or solicitations of business
   • Do not post chain letters or pyramid schemes
   • Do not impersonate others