

Policy: Student Social Media Privacy

Applicability: Use of Social Media for Academic Operations

Who is affected: All Students, Faculty, Staff, Applicants, and Prospective Students

Effective: Immediately

Last Revision: July 24, 2017

Initiated By: Academic Affairs

Responsibility: Associate Dean for Academic Affairs

Short Link: <http://go.pharmacy.umaryland.edu/policysocialmedia>

Policy

Purpose:

This policy recognizes the importance of privacy in a student's personal activities involving the use of social media. It also recognizes that the use of Social Media by School of Pharmacy employees plays a valuable and appropriate role in academic and career-based activities for the benefit of students. The purpose of this policy is to set appropriate rules to protect student privacy interests while permitting the use of Social Media for academic and career-based activities.

Social Media Privacy Rules

- School employees shall not require, request, suggest, or cause a student, prospective student, or applicant to disclose, grant access to, or allow observation of Non-Public Access Information pertaining to any Social Media account.
- School employees shall not require that a student, prospective student, or applicant change the privacy settings on a Personal Social Media Account.
- School employees shall not require a student, prospective student, or applicant to designate a School employee or agent of the School as a "friend" a "follower" or any other designation that would afford the employee or agent access to a Personal Social Media Account.
- School employees shall not require a student, prospective student, or applicant to log onto any Social Media account in the presence of a School employee or agent of the institution.
- School employees shall not require that a student, prospective student, or applicant provide names of the Social Media platforms that he/she employs.

Discipline

School employees shall not suspend, expel, discipline, penalize academically, or threaten to take any of the aforementioned actions against any student, prospective student, or applicant for refusing to provide information in response to a request that is prohibited in this policy.

Use of Social Media is governed under existing School (e.g. [Honor Code](#) and [Student Behavioral Guidelines](#)) and University policies (e.g. [UMB IT Acceptable Use Policy](#)). Violations of these policies will result in appropriate disciplinary actions.

Limitations

This Policy does not prohibit the following activities:

- School employees may require a student to provide access to a Social Media account provided that:

1. The student has the option, at his or her own election, to complete the assignment or activity by using an existing Personal Social Media Account or by creating a generic Social Media account
2. Access is limited to the academic or career-based activity
3. The student is not required to provide Non-Public Access Information
4. The academic or career-based activity is designed and administered in a manner that is consistent with the institution's FERPA obligations

School employees are required to obtain approval before instituting academic or career-based activities that involve access to such accounts from the Associate Dean of Academic Affairs for academic activities or the Associate Deans of Student Affairs or Research and Graduate Education for PharmD or graduate career-based activities, respectively.

Students must be provided written notice when use of such accounts is required. Faculty are required to detail requirements in course syllabi.

School employees may access Personal Social Media Account information that has been voluntarily provided to them by a student, prospective student, applicant, or third party.

School employees may access publicly accessible information relating to a student, prospective student, or applicant's Personal Social Media Account.

Definitions

"Non-Public Access Information" refers to the security information required to access a Social Media account. Examples include: passwords, log-in information or other private and confidential information required to gain access to a Social Media account.

"Personal Social Media Account" refers to a Social Media account that allows social interaction and dissemination of information to others, created and maintained by a student, prospective student, or applicant in whole or in part for private use. It does not include: 1. an account on a social media platform owned or provided by an educational institution; or 2. an account on a social media platform created by a student, prospective student, or applicant specifically for academic or University-assisted career-based activities.

"Social Media" are internet-based applications that enable users to participate in social networking by exchanging content with other users. Examples of Social Media include but are not limited to LinkedIn, Facebook, Twitter, YouTube, Flickr, Instagram, Tumblr, and Vine.