

## School of Social Work Social Media Policy

Digital communications and social media channels have become valuable tools for personal and professional information sharing, networking, marketing, and more. However, the archival and accessible nature of these channels presents real risks, especially related to confidentiality, copyright laws, and personal and institutional reputation. Faculty, staff, and students are encouraged to use appropriate privacy settings in social media while recognizing that privacy of digital information can never be entirely assured.

While the School encourages the use of social networking to enhance communications with several key audiences, we expect these communications will reflect the highest standards of our institution and support the privacy and trust of our students, field agency and organizations, and research partners.

The School of Social Work has several official social media channels. If you have images or stories that you would like shared, we encourage you to share them with the Director of Communications or student social media intern. They will review and potentially share on the official SSW channels.

### I. Social media photo/video/audio policy

Posting, releasing, sharing, publicly or privately, or otherwise disclosing videos, identifiable descriptions, images, or recordings on personal social media channels of the educational, clinical, or research activities of the School of Social Work is strictly prohibited.

- a. Students interning in field placements are prohibited from sharing any personal identifying information regarding clients, patients, or other users of services provided by the field placement site.
- b. Description of personal information (e.g. name, likeness, contact information) about students, colleagues, clients, or research partners without their consent is also prohibited.

### II. SSW faculty, staff, and students shall not:

- a. Disseminate, via any medium, statements that are defamatory, harassing, or obscene, including those which could be perceived as posing a threat or inciting imminent lawless action, as those terms are defined by law.
- b. Share, publicly or privately, via social media, e-mail, text, hard copy or any other medium any course note or images from course notes; these notes and images are provided voluntarily by the faculty to enhance the student's personal educational experience and are not intended for sharing with others outside the college.
- c. Create social media sites or web pages that give the appearance of official university-hosted or approved sites, or that give the appearance of representing the University in an official capacity, as outlined in the University of Illinois social media guidelines.

d. Represent your personal opinions as being endorsed by the college, the university, or any of its organizations. You may not use the college name, or the University of Illinois name or official logos to promote any opinion, product, cause, or political candidate. Be sure to include the statement, "This is my personal opinion and not necessarily that of the University," when necessary.

### III. Sanctions:

a. Official college representatives reserve the right to ask content managers to remove hostile, insulting, offensive, disrespectful, and other inappropriate posts, comments, and content from social media accounts expressing affiliation with University of Illinois School of Social Work.

b. Students: Violations of this policy are subject to adjudication in the college Honor Code system and the disciplinary system of the University *Student Code*. This policy remains in effect while students are pursuing studies at off-site facilities, such as at off-campus rotations; students may additionally be subject to media policies at those institutions.

This policy serves to safeguard the public trust and high regard of the profession and college. It is also advantageous for the students' reputations and future careers.

#### Procedure to photograph for educational or SSW social media purposes:

1. At registration, students are provided a consent form, which states that they give permission to the Board of Trustees of The University of Illinois to use the image, likeness, photograph, audio and/or visual recording, and/or name (collectively, likeness). It states that they understand the University may use their likeness for educational and promotional activities only.
2. If owners wish to opt out of the above, it is their responsibility to request, complete, and return an Opt-Out Likeness Policy Form.
3. If visual media is desired to be used on SSW social media sites, consent from the subject must be obtained and documented.
4. If the visual media is approved by the subject to be used on social media and consent is documented appropriately, comments pertaining to the visual media on social media must maintain professionalism and institutional integrity, not being that which can be construed as unprofessional, defamatory, obscene, or the official opinion or official endorsement of the College or University.
5. Social media postings on personal pages must state that they are posted with owner consent.
6. Graphic images, even if the subject is unidentifiable, should at no time be placed on social media sites so as to maintain professionalism and institutional integrity.