

Social Media Guidelines and Tips for Faculty, Staff and Students

For Faculty:

- We suggest faculty respond to student initiated requests on social media and do not initiate them with students as this may create an uncomfortable situation. This includes Facebook, Twitter, LinkedIn and any other social media outlet.
- Set clear boundaries with students about what an acceptable social media relationship is between you (the faculty member) and them (the students). Respect student's boundaries as well.
- Be mindful of the fact that your activities on social media platforms, along with anything posted by you do represent American University. On personal sites: Identify your views as your own.
- If you have concerns, consider creating separate social media accounts for personal use and school/class use.

For Staff:

- We suggest staff respond to student initiated requests on social media and do not initiate them with students as this may create an uncomfortable situation. This includes Facebook, Twitter, LinkedIn and any other social media outlet.
- Be mindful of the fact that your activities on social media platforms, along with anything posted by you do represent American University. When you post on non-AU sites Identify your views as your own.
- Keep in mind that a student may view staff as being in a superior position in terms of the dynamics of the relationship. This is true also for staff members who are of the same generation as current students.

For Students:

- Please realize that while some faculty use social media in class and their lives, not all do. Be respectful of this when requesting or contacting a specific faculty or staff member on social media.
- Before initiating any contact on social media platforms, be sure to consider that the faculty/staff member may have work/personal life boundaries, and they may not consider social media relationships to be appropriate. Just ask them. (The reverse is true with any faculty who may reach out to you)
- When posting content on social media keep in mind that anyone (from fellow students, to professors to future employers) can see these materials now and after you graduate.

Even the best privacy settings do not prevent someone from taking a screen shot of something you post.