SOCIAL MEDIA FOR TSU EMPLOYEES AND STUDENTS
AREAS TO BE ADDRESSED

- Definition of Social Media
- Types/Examples of Social Media
- Benefits and Risks Associated with Social Media
- Student and Employee Concerns Regarding Social Media
- TSU Policies Relating to Social Media
- Conclusion
- Questions
What is Social Media?

Merriam Webster defines social media as “forms of electronic communication, such as Web sites for social networking and microblogging, through which users create online communities to share information, ideas, personal messages, and other content.”

Source: Merriam Webster Dictionary
What is Social Media?

- Basically, social media is any type of technology that allows users to interrelate with one another and share information/content.
Examples of Social Media

- Chat rooms, Listservs, Bulletin boards
- Blogs
- Microblogs
- Professional social networks
- Social networks
- Photo sharing or multimedia sites
- Location based applications
- Wikis
How many different forms of social media are you familiar with? Name them.
• **Yahoo! Messenger** is provided free of charge and can be downloaded and used with a generic "Yahoo! ID". You can instant message (IM) friends in real time.
Texas Southern University

Description

From Wikipedia, the free encyclopedia.

Texas Southern University (shortened to Texas Southern, or simply TSU) is a historically black university located in Houston, Texas, United States.

TSU was established in 1927 as the Houston Colored Junior College, through its private college phase as Houston Colored College. On March 3, 1947, the state declared this to be the first state university in Houston, Texas State University for Negroes. In 1951, the name changed to Texas Southern University. The University is a member-school of Thurgood Marshall College Fund.

Texas Southern is one of only four independent public universities in Texas (those not affiliated with any of Texas' six public university systems) and is one of the largest and most comprehensive HBCUs in the nation.

As of October 2009, about 85% of TSU's students were African American. 44.5% of law school students and 43% of pharmacy students were African American. During that year, the university's president, John Rudley, said that he would try to court Hispanics as students.

History

The beginnings of Texas Southern University can be traced to the March 7, 1927 resolution by the Houston Independent School District school board to establish junior colleges for each race. The resolution created Houston Junior College (now the University of Houston) and Houston Colored Junior College. The Houston Colored Junior College first held classes in Yates High School during the evenings. It later changed its name to Houston College for Negroes. In February 1946, Heman Marion Sweatt, an African American man, applied to the University of Texas School of Law. He was denied admission because of race, and subsequently filed suit. (See Sweatt v. Painter (1950).) The state had no law school for African Americans. Instead of granting Sweatt a writ of mandamus, the Texas trial court continued the case for six months to allow the state time to create a law school for blacks.

Basic Information

Location Houston, TX

Source
Facebook is a social networking website intended to connect friends, family, and business associates. It began as a college networking website and has dramatically expanded to include anyone, including groups and businesses.
Twitter is an online social networking service and microblogging service that enables its users to send and read text-based posts of up to 140 characters, known as "tweets". Unregistered users can read the tweets, while registered users can post tweets through the website interface, SMS, or a range of apps for mobile devices.
Pinterest, YouTube and Foursquare

- **Pinterest** lets you organize and share all the beautiful things you find on the web. Best of all, you can browse pin boards created by other people. Browsing pin boards is a fun way to discover new things and get inspiration from people who share your interests.

- **YouTube** allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers.

- **Foursquare**, is a location-based social networking website for mobile devices, such as smartphones. Users "check in" at venues using a mobile website, text messaging or a device-specific application by selecting from a list of venues the application locates nearby. Location is based on GPS hardware in the mobile device or network location provided by the application.
Skype, Instagram and Yelp

- **Skype’s** text, voice and video features make it simple to communicate and share experiences with the people that matter to you, wherever they are.

- **Instagram** is a free photo sharing program that allows users to take a photo, apply a digital filter to it, and then share it on a variety of social networking services.

- **Yelp** is an online urban city guide that helps people find cool places to eat, shop, drink, relax and play, based on the informed opinions of a vibrant and active community of locals in the know. Yelp is the fun and easy way to find, review and talk about what's great — and not so great — in your world.
The Numbers

- Facebook – more than 850 million users
- MySpace – 30 million users
- Twitter – 200 million users
- Linked In – over 135 million users
- Friendster – over 8.2 million users
- Bebo – more than 40 million users
- Classmates – more than 50 million users
- Pinterest – 10.4 million users
- Tumblr – over 46 million blogs

(Source – Nielsen; Pew Research Center; Facebook; TechCrunch)
Let’s take a quick look at Facebook...

TSU’s Facebook Page

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Basic Information

Location: Houston, TX

Source

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More than 854 million active users

50% of active users log on to Facebook in any given day

Average user has 130 friends

People spend over 700 billion minutes per month on Facebook

There are over 900 million objects that people interact with (pages, groups, events and community pages)

There are more than 250 million active users currently accessing Facebook through their mobile devices.

More than 2.5 million websites have integrated with Facebook

Statistics

- Americans spend a quarter of their time online on social networking sites and blogs.
- 57% of work interruptions include using email, social networks, and various other social tools.
Benefits of Social Media
Social media is used by institutions for recruiting, marketing, interfacing, student engagement

Entities use social media for brand recognition or to build recognition with customers and for marketing data

Social media is used to provide real-time customer service to assist with complaints, troubleshooting, and other issues in order to offer and retrieve immediate feedback"
People use social media as a way to share things (personal or otherwise) with family, friends, and others.
Risks with Social Media
Content is published online; can be accessed by worldwide and viewed by almost anyone

It is permanent (deleted postings can be retrieved)

Confidential or proprietary information can be disclosed on social media sites
Company or individual images can be damaged by information on social media sites.

Inaccurate, false or defaming information could lead to legal action or fines for individuals or companies and inappropriate behavior has resulted in criminal prosecution.

Threats and defamatory comments have led to loss of life or employment.
Students
A mortuary science student at the University of Minnesota had Facebook posts referring to the cadaver she had been assigned and also to a “death list”. The posts materially and substantially disrupted the work and discipline of the university and were perceived as threatening. The university’s Office of Student Conduct and Academic Integrity filed a complaint against the student who was subsequently sanctioned and placed on academic probation.

Tatro v. University of Minnesota, 800 N.W.2d 811 (Minn. Ct. App. 2011)
“Drunken Pirate”
While a 22-year old college student at Millersville University majoring in education, Ms. Snyder was completing her student teaching at a high school. She posted a photo on her MySpace page which showed her wearing a pirate hat and holding a plastic cup with a caption that read “drunken pirate.” School officials felt she was promoting drinking to underage students and that the conduct was unprofessional. The high school barred her from campus and she was unable to complete her student teaching. As a result the University did not award her degree.

Protected vs. Unprotected Speech (a couple of examples)

- **Protected Speech:** A senior in Florida created a Facebook Group to express her dislike of a teacher. The posts were non-violent and non-threatening. When the principal found out about it, he suspended her and forced her to drop out of Advanced Placement classes. She sued him and won. She won because the principal had zero evidence that her expression caused any disturbance.

- **Unprotected Speech:** A student in Connecticut posted a blog calling the people in the main office of her school, “douchebags.” She also attached an e-mail she sent out to students and other community members with a phone number to the office. The school received dozens of calls. So it was therefore deemed that her speech caused a substantial disturbance.
A tenured teacher was fired after inappropriate photos of her at a party were posted on an internet website. The teacher was reinstated and the court found that where a teacher’s conduct outside the school and not involving students is the basis for discipline there is a serious question as to whether the public school may take action against the teacher without showing that the conduct has an adverse affect upon the educational process.

*Land v. L’anse Cruese Public School Board of Education:*
A professor at East Stroudsburg University in Pennsylvania who says she had a bad day and was venting to family and friends was suspended after updating her Facebook status with the following:
"Does anyone know where I can find a very discrete hitman? Yes, it's been that kind of day…” Later she posted the following: "had a good day today. DIDN'T want to kill even one student. :-). Now Friday was a different story."
Teacher. “Repko and Ashley sittin in a tree. KISSING. 1st comes love then comes marriage. HA HA HA HA HA HA HA HA!!!!!!!!!!!!!!! LOL”

Student. “don’t be jealous cuase [sic] you cant [sic] get any lol [smiley face]”

Teacher. “What makes you think I want any? I’m not jealous. I just like to have fun and goof off on you guys. If you don’t like it. Kiss my brass! LMAO”
When Speech/Activity May Not Be Protected: A Few Examples:

- Reckless or maliciously untrue statements
- Disparagement of the employer’s products or reputation
- Statements that disrupt the workplace
- Threats of physical harm
- Use of company logo on personal social media sites
Stop...Think...Pause...Post
Personal vs. Professional Use (Quick Tips)

- You are responsible for what you post online. Ensure honest and accurate posting of information or news.
- Don’t represent yourself as a spokesperson for the University (unless you have specific authorization).
- Exercise good judgment when posting work-related matters on social media sites (it could violate workplace confidentiality provisions).
- Avoid statements/photos/videos that could be viewed as malicious, obscene, threatening, intimidating, harassing or bullying.
- Refrain from the use of social media while at work (respect TSU time and property) unless it is work-related as authorized by your manager.
- Employees should not use their work email address or TSU marks/images for personal social media sites.
- Protect your personal safety and look out for identity theft.
- Know and follow University policies and guidelines.

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Additional Tips on Professional Use

- Departments or units that have a social media page/want to start one should contact Communications/Marketing as there should be no official sites without authorization.

- The same professional standards expected of you on the job should be applied to your TSU-related social media matters.

- Be mindful of copyright and intellectual property rights of others and TSU and do not use without gaining permission/crediting the source.

- Be mindful of privacy laws (e.g., FERPA, HIPAA), disability laws (e.g. caption videos) and reporting obligations.

- Adhere to TSU policies as outlined in the next slides.
What do you know about TSU policies affecting social media?

Here are examples of TSU policies affecting social media:
Record Management & Email Policies: Social media content is considered a record. The records management MAPP 04.05.01 and email policies MAPP 04.06.10 cover data transmitted by mobile devices (i.e. smartphones, tablets, pagers, PDA etc.)

(TSU Policies can be found on the TSU website under the MAPP ‘s – Manual of Administrative Policies and Procedures)
Computer Use & Internet Use Policies: Access, passwords, permissible use, content management, freedom of expression are areas covered by these polices. Please refer to MAPPs 04.06.03 and 04.06.10.

(TSU Policies can be found on the TSU website under the MAPP ‘s – Manual of Administrative Policies and Procedures)
Human Resource Policies: Because actions undertaken in the virtual world can have repercussions in the real world, the HR policies for ethics MAPP 02.05.05, violence in the workplace MAPP 02.06.05, sexual harassment MAPP 02.05.11 etc. also apply to social media.

(TSU Policies can be found on the TSU website under the MAPP ‘s – Manual of Administrative Policies and Procedures)
Before Using Social Media, Think About...

- Who can access the account(s)? Is the content mine? Are there legal consequences for the content? (copyright, defamation)
- In what capacity am I using this social media?
- What level of interaction am I encouraging? What information may I share in the public arena?
- What should I do about online speech/activity that is harassing, offensive or disruptive?
- What or who did I obligate when I accepted the agreement?

(Primary Considerations – ownership, appropriate use, safety, expression, public relations, liability)
Questions?