UNIVERSITY OF PENNSYLVANIA

Often referred to simply as “Penn”.

Notable dates:
- Founded by Benjamin Franklin, opened in 1751
- 1946 - Penn introduced ENIAC
- 1968 - University awarded first Ph.D. in computer science
- 1994 - Judith Rodin became the first woman to be inaugurated president of an Ivy League institution

Demographics:
- 4,246 Faculty
- 12,102 staff (about 900 are IT professionals)
- Full-time Students: 21,329
- Part-time Students: 3,503
Important Consideration Relating to IT and Policy

- Penn operates under a general budgeting theory called “responsibility center management” (RCM).
- In 1996, the University implemented a highly decentralized computing environment consistent with RCM;
- There are 25 Schools and Centers with their own IT infrastructure.

One result: the University has relatively few IT mandates. Suggestions, recommendations and information sharing are far more prevalent.
THE NEW ROLE FOR SOCIAL MEDIA

Facebook and Twitter key to Arab Spring uprisings: report
Carol Huang

DUBAI // The most popular Twitter hashtags in the Arab region in the first three months of this year were “Egypt”, “Egypt protests”, “Arab Spring” and “Facebook protests”.

Nearly 9 in 10 Egyptians and Tunisians said they use Facebook to organize protests or share information about them.

All but one of the protests called for Facebook to end censorship of protest-related content in the region.

These and other findings from the Social Media Report by the Dubai School of Government suggest that Facebook’s role in the Arab world is growing.

Facebook Details Force Israeli Military to Cancel Operation
By SIMON MCGREGOR-WOOD
JERUSALEM, March 4, 2010

The Israeli military had planned an operation to capture Palestinian militants in the West Bank.

The unnamed soldier was cleaning out the area when the operation, tomorrow, was put on hold.

Thursday.

Facebook Party Gets Out Of Control After German Girl Forgets Privacy Setting
By KIRSTEN GRIESEHABER | 06/5/11 09:10 AM ET | AP

Comrades in arms for a party.

Caption: Comrades in arms for a party.

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SOCIAL MEDIA AND UNINTENDED CONSEQUENCES

- Once you lose control of data or materials, they can take on a life of their own, with ramifications well beyond your original intent.

- The independent actions of individuals often affect the EDU’s with which they are affiliated.
UNIVERSITIES ARE NO EXCEPTION
DRAFTING SOCIAL MEDIA GUIDANCE AT PENN
AT THE START

- Strong interest from leadership offices
- Strong interest from diverse School and Center programs
INITIAL STAKEHOLDER MEETING

- Executive Vice President
- Provost
- Communications
- Human Resources
- Privacy
- Security
- Office of General Counsel
- Central computing (Information Systems and Computing)
- Subject Matter Expert’s – Library, New Media
- Individual representatives from Schools & Centers
Momentum

- Almost too fast!
- Diverse views about policy development
- Slow down, discuss more, learn from others
IDENTIFY CRITICAL PRINCIPLES

Do something – but not a strict policy

- Rapidly changing technology and uses are hard to write policy for

- Most behaviors online are the same as those offline – calling for application of existing policy, rather than creation of new policy

Commit clearly to the paramount principle of open expression
SCOPE THE ISSUES: OUR OWN EXPERTISE

Privacy & Security concerns:

- Reach of messages is far
- Messages have permanence
- Controls are confusing
- Potential for new security risks with 3rd party apps
- Paper policies matter -- administrative controls may be all you have
SCOPE THE ISSUES: LEARN FROM OTHERS

- Began with a survey of existing policies

  - These are *lots* of policies out there, including in higher ed.

  - These three are often referenced by others:
There were lots of common "themes", including:

- Be honest
- Be quirky
- Be accurate
- Be engaging in your prose
- Don’t forget your day job
- Choose high quality images
- Write what you know
- Respect copyright
- Avoid arguments
- Be clear about personal versus work persona
- Follow policy
- Be a valued member
- Protect privacy
- Avoid endorsements
- Update regularly
- Protect your brand
- Personal responsibility for your posts
SOCIAL MEDIA POLICY FIELD IS RICH

- There are even online tools to help you build your first policy

  - Policy Tool: Social Media - [http://socialmedia.policytool.net/](http://socialmedia.policytool.net/)

- Penn did not use these, but they illustrate the degree to which formal thinking has been taking place in this space already.
Please find below your completed social media policy. To use this policy, simply copy and paste it into your word processor. If you have any feedback for our team, please click the link to the left to share your thoughts.

**UPenn 2 Social Media Policy**

This policy governs the publication of and commentary on social media by employees of UPenn and its related companies ("UPenn 2"). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki’s, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

UPenn 2 employees are free to publish or comment via social media in accordance with this policy. UPenn 2 employees are subject to this policy in the extent they identify themselves as a UPenn 2 employee (other than as an incidental mention of place of employment in a personal blog on topics unrelated to UPenn 2).

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

**Setting up Social Media**

Assistance in setting up social media accounts and their settings can be obtained from UPenn 2's.

**Don't Tell Secrets**

It's perfectly acceptable to talk about your work and have a dialogue with the community, but it's not okay to publish confidential information. Confidential information includes things such as unpublished details about our software, details of current projects, future product ship dates, financial information, research, and trade secrets. We must respect the wishes of our corporate customers regarding the confidentiality of current projects. We must also be mindful of the competitiveness of our industry.

**Protect your own privacy**

Privacy settings on social media platforms should be set to allow access to your profile information similar to what would be on the UPenn 2.
BACK TO THE THEMES

- There were lots of common "themes", including:

  - Be honest
  - Write what you know
  - Protect privacy
  - Avoid endorsements

  - Be quirky
  - Respect copyright
  - Update regularly
  - Protect your brand

  - Be accurate
  - Avoid arguments

  - Be engaging in your prose
  - Be clear about personal versus work persona

  - Don’t forget your day job
  - Be a valued member

  - Choose high quality images
  - Follow policy

  - Personal responsibility for your posts
SCOPING THE ISSUES: OUR THEMES

- Interestingly, our determination was that many of these themes weren’t the primary focus of our guidance.
  - Lots of things to say. Don’t need to say all of them.
  - Professional vs. Personal

- Stick to advice that relates to Penn mission.
BREAK FOR Q&A
CURRENT DRAFT GUIDANCE AND RELATED AWARENESS MESSAGES
OVERVIEW OF PENN GUIDANCE

Introduction – Restating Critical Principles:

- Penn is committed to open expression
- Social media is powerful
- Emphasis on professional use and impact
- Rapid changing technology may result in new issues and guidance
OVERVIEW OF PENN GUIDANCE

General

- When conducting Penn business – online and off -- make sure to comply with Penn policies
- Focus on protecting confidentiality
- Post only material you have permission to post
- Consider suitability of social media for the purpose
OVERVIEW OF PENN GUIDANCE

- When teaching
- In research
- In hiring
- Personal Safety
- Department and Other Organizational Accounts
OVERVIEW OF PENN GUIDANCE

- When teaching
  - Pedagogical reasons for social media
  - Allowances for privacy concerns
  - Notice to students
  - Review terms of service
  - Some risks addressed by formal institutional agreements

- In research
- In hiring
- Personal Safety
- Department and Other Organizational Accounts
OVERVIEW OF PENN GUIDANCE

- When teaching
- In research
  - Discourages researchers from using personal accounts
  - Communications for recruitment must be approved by IRB
  - Abide by consent, and consider including social media specific terms in consent
  - Keep communications involving personal information offline
- In hiring
- Personal Safety
- Department and Other Organizational Accounts
OVERVIEW OF PENN GUIDANCE

- When teaching
- In research
- In hiring
  - Be aware that information found online may be inaccurate, unreliable or out of date
- Personal Safety
- Department and Other Organizational Accounts

From:
http://recruiting.jobvite.com/resources/social-recruiting-infographic.php
OVERVIEW OF PENN GUIDANCE

- When teaching
- In research
- In hiring
- Personal Safety
  - Work with Public Safety regarding information that may indicate a threat to human safety or the destruction of property.
- Department and Other Organizational Accounts
OVERVIEW OF PENN GUIDANCE

- When teaching
- In research
- In hiring
- Personal Safety

**Department and Other Organizational Accounts**
- Make sure there is authorization to speak for the organization
- Make sure there are adequate resources to responsibly maintain and monitor the use of the account
GUIDANCE ON PERSONAL USE

- Separate tips, delivered differently
  - Published tips
  - Videos and guidance on Facebook privacy settings

- Additional general messages
  - Some information should not be posted
  - Private information can often easily be made public
  - Learn about the service you are using and its use of your information
BUT WAIT, THERE’S MORE...

Outstanding questions and active issues:

- Complaints
- Moderating
- Human resources issues
- Organizational procedures

Guidance to date is baseline and general. Opportunity’s still exist for more targeted guidance and awareness.

We continue to rework and review with University stakeholders.
Thank You