



UMBC INTERIM POLICY ON STUDENT SOCIAL MEDIA PRIVACY

UMBC V-1.20.01

I. POLICY STATEMENT

Based on the research, the following language is a draft of a policy provision on student social media privacy that may best addresses to the needs of UMBC.

II. PURPOSE FOR POLICY

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 the University of Maryland, Baltimore County (“University” or “UMBC”) employees plays a valuable and appropriate role in academic and career-based activities to the benefit of students. The purpose of this policy is to set forth appropriate rules to protect student privacy interests while permitting the use of Social Media for academic and career-based activities. This policy does not apply to Faculty/Staff members who access Social Media for Personal Use.

III. APPLICABILITY AND IMPACT STATEMENT

This policy encompasses all students (including but not limited to, undergraduate, graduate, professional and doctoral, post-doctoral, and student employees), prospective student, and applicants.

CONTACTS

Direct any general questions about this University Policy to the following office:

Subject	Contact	Telephone	Email
Policy Clarification	Provost Office	410-455-2333	jjohnson@umbc.edu

IV. UNIVERSITY POLICY

In accordance with the Family Educational Rights and Privacy Act (FERPA), University employees shall not require, request, suggest, or cause:

- A. that a UMBC Student disclose, grant access to, or allow observation of Non-Public Access Information pertaining to any Social Media account;
- B. that a UMBC Student change the privacy settings on a Personal Social Media Account;
- C. that a UMBC Student designate a University employee or agent of the University as a “friend” a “follower” or any other designation that would afford the employee or agent access to a Personal Social Media Account;
- D. that a UMBC Student log onto any Social Media account in the presence of a University employee or agent of the institution; or
- E. that a UMBC Student provide names of the Social Media platforms that he/she employs.

DISCIPLINE

University employees shall not suspend, expel, discipline, penalize, or threaten to take any of the aforementioned actions against any UMBC Student for refusing to provide information in response to a request that is prohibited under Section III of this Policy.

LIMITATIONS

This Policy does not prohibit the following activities:

- A. University employees may require a UMBC Student to provide access to a Social Media account provided that:
 - 1. the UMBC 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 UMBC 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.

University employees are encouraged to obtain unit-level approval before instituting academic or career-based activities involving access to such accounts. In addition, University employees are encouraged to provide notice to UMBC Students, in syllabi or other relevant written publications, when use of such accounts is required.

- B. University employees may access Personal Social Media Account information that has been voluntarily provided to them by a UMBC Student or third party.
- C. University employees may access publicly accessible information relating to a UMBC Student's Personal Social Media Account.

V. DEFINITIONS

UMBC Student	Encompasses all students (including but not limited to, undergraduate, graduate, professional and doctoral, post-doctoral, and student employees), prospective student, and applicants.
Personal Use	Refers to use that are only for the benefit of an individual and not the University. The individual in such circumstances would be acting as its own agent, and not as a representative of the University.
Non-Public Access Information	Refers to the security information required to access a Social Media account. Examples include but are not limited to: 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 <i>in whole or in part</i> 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	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, Snapchat, and Vine.

VI. APPROVAL AND PROCEDURES

- A. Pre-approval not applicable.
- B. Approval is not applicable.
- D. Procedures: See note above regarding procedures.

VII. DOCUMENTATION: NA

IX. RESTRICTIONS AND EXCLUSIONS: *See "Limitations" in Section IV*

X. RELATED ADMINISTRATIVE POLICIES AND PROCEDURES: USM V-1.20
Policy on Student Social Media Privacy

Administrator Use Only

Policy Number: V-1.20.01
Policy Section: Student Affairs
Responsible Administrator: _____
Responsible Office: Provost Office
Approved by President: February 28, 2017
Originally Issued: _____ (date)
Revision Date(s): _____ (date)