



## INSTRUCTIONS FOR THE USE OF SOCIAL MEDIA

Accepted by the Rector of the University of Jyväskylä, October, 2012

Social media can be utilised in teaching, research, for student and staff recruitment, and for fulfilling the University's mission of service to society. It can also serve as a platform for guidance, brainstorming and collection of feedback, and as a tool for marketing and reputation management. It is recommended that learning communities, blog and wiki platforms, and Moniviestin – as well as meeting and group tools included in the University's own online services – be utilised for work and interactive purposes.

The University's social media accounts are moderated by community managers in University Communications. Communities can be created for staff, departments, subjects and projects for the sake of furthering teaching and research or fan clubs that support the University and its units. When launching a service, responsibilities for both maintenance and potential moderation should be carefully planned. Campaigns subject to charge can also be implemented in social media, provided that they are conscientiously allocated. ed the meeting at hh.mm.

### **The staff in social media**

With their activity and media coverage, the staff exemplifies the University and its activities. Staff is encouraged to actively participate in current debates in their area of expertise, both in traditional media and in social media. Social media may be used during office hours for work-related issues, but not for private or leisure-related communication.

If you are featured or take a stance as an authority in your area of academic expertise, state your position in the University of Jyväskylä. Should you state your opinion on issues related to other matters, present yourself as a private individual or representative of another organization. With prior consent, you may present yourself in a role provided by the organization (for example, guidance counsellor or "student ambassador"), in which case you clearly represent the University. In general, follow *netiquette* and good manners. Do not slander other universities, competitors or colleagues. Conflicts within your work community should be handled internally.

Follow ethics and copyrights responsibly when publishing photographs or other creative works. Do not publicly disseminate confidential information concerning your work. Protected information (with the label 'readable only within the University network') on the University's intranet (Uno and Isa) is meant for internal use only.



Publicity cannot be controlled in social media. If you come across errors or misrepresentations, present a proper, valid correction. Do not be provoked. Work according to the University's instructions regarding problems and crisis situations, as well as during "election quarantines".

For questions and information concerning the establishment of new social media services in the University, contact:

University Communications Community Managers Tarja Vänskä-Kauhanen and Asta Ruodemäki, [tiedotus@jyu.fi](mailto:tiedotus@jyu.fi).

**Statutes in relation to the subject:**

Act on the Protection of Privacy

Act on the Openness of Government Activities

Copyright Act

Criminal Code