[i] Please note that they are not intended as prescriptive compulsory rules, but to raise awareness of the potential complications of misuse and to

AFS must recognize that
our personal social networks, blogs, and other
luct reflects poorly upon our institution and
ning to Kingsborough Community College with
king platforms or the like, one could argue that
FS of Kingsborough and CUNY, and not as private
stitutional scrutiny and sanctions.

states that AFS using private social networking
behalf of Kingsborough Community College or use
without authorization to do so.

[iv] In an attempt to
facilitate communications with and among its vari constituencies, Kingsborough maintains several college-sponsored social networking sites. To avoid confusion, you may not display the College seal or use the Kingsborough name in the title or main area of any other site without the express permission of the College.

AFS should always respect the privacy of our students and should never divulge or post personal identifying information about grades, allegations misconduct, phone numbers, email addresses, social security numbers, photos, or videos, without the permission of the student. Once permission has been received from the student, AFS must ensure that applic College rules and state and federal laws are followed, including but not limited to regulations such as the:

x

Electronic Mail Etiquette

All faculty, administration, and staff at Kingsborough are encouraged to use their Kingsborough e-mail accounts for professional communications. Since electronic communication is not confidential, you are expected in all contact with students to correspond in a professional manner. E-mails can be easily printed, forwarded, and/or shared with other parties as evidence of the conversation. By the same token, it is also recommended that e-mail communication with students be archived. One might also keep in mind that e-mail may not be a good substitute for face-to-face communication in some cases. For example, requests for recommendation letters, discussions about assignments or grades, and many other topics might be best addressed in person.

Generally agreed upon "Netiquette" practices include the following:

1. Be mindful that electronic communication does not convey facial expressions or tone of voice. It is important to be aware of how what is written could be misinterpreted.
2. Typing messages in all caps is regarded by most Internet users as shouting; so, unless you mean to yell at someone, type your messages in standard format.
3. As many people now read much of their e-mail on Blackberries, iPhones, or other smartphones with small screens, when appropriate, be brief.
4. Clearly indicate the nature of your message in the subject line. This lets the recipient decide whether to read or delete it and is useful for sorting and filing the message later.
5. If you do send attachments, be aware that many people do not have room on their hard drives to download large attachments and are skeptical about downloading them because of their propensity to spread viruses.
6.

4. <u>Friends</u>: Select your friends carefully and check your privacy settings (e.g., Facebook allows you create different profiles for different groups of friends). When adding colleagues, students, and other "friends" to your social network, be mindful that these individuals will be able to access your online information, and that you may be exposed information outside of the professional arena.
5. <u>Appropriateness</u>: Consider posting only information to your social network that is relevant and appropriate for the people who have access to your information.
6. <u>Content Control</u>: Be mindful that you are not the only person who controls online content that is associated with your online profile (e.g. friends may upload and tag images of you.)
7. <u>Permanent Records</u>: Be mindful that every record that is posted online is permanent and difficult to be revoked (e.g., search engines may "store" of images and list them as part of their searches.)
8. <u>Professional-Personal Separation</u>: When choosing your social networks, consider your goal and targeted community (e.g. Facebook for friends, LinkedIn for professional communication, Ning or PBWorks for specialty interest groups.)

Conclusion

There is a balance to be achieved between First amendment freedom of expression and cognizance of the potential legal ramifications of misuse of online resources, both personally and to the institution. Online platforms provide faculty, administration, and staff with a variety of exciting new ways of educating students and this document is intended to help use these resources in the most responsible and beneficial ways possible.

To decrease liability upon themselves and the college, users must determine how to balance their first amendment right to freely express themselves against legal ramifications of inappropriately exercising that right. The right to speak and/or express ourselves is not an absolute right guaranteed to us at all times, in all places, under all circumstances. It is possible that the damages (personal, legal and financial) incurred by exercising our first amendment right might actually outweigh the advantages of the expression itself.

Notes

[i] The Committee on Faculty-Student Online Communication is composed of: Associate Provost Reza Fakhari, Associate Dean Loretta DiLorenzo, Professors Christopher Chapman, Robert Cowan, Grace Trotman, and Christoph Winkler as well as Executive Assistant to the Associate Provost Helen-Margaret Nasser. These guidelines were drafted by the Committee in February 2010.
[ii] Ian Shapira, "When Young Teachers Go Wild on the Web," The Washington Post, 28 April 2008.
[iii] CUNY Board of Trustees Bylaws: Section 11.7 http://policy.cuny.edu/toc/btb/Article%20XI/
[iv] Kingsborough Community College Policy on Acceptable Use of Computer Resources: http://www.kbcc.cuny.edu/sub-departments/ais-instructional_services/policies.htm
[v] Family Educational Rights and Privacy Act (FERPA): http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html, Buckley Amendment of the Family Educational Rights and Privacy Act http://epic.org/privacy/education/ferpa.html, Electronic Communications Privacy Act http://www.usiia.org/legis/ecpa.html.