NC STATE

Below, you'll find points intended to help guide faculty in effectively using social media.

Best Practices

1. **Be responsible**
   What you write is ultimately your responsibility — but remember that it may reflect on NC State.

2. **Respect others**
   NC State encourages freedom of expression and recognizes the value of diverse opinions. Users are free to discuss topics and disagree with one another, but please be respectful of others' opinions. Don't post material that is profane, libelous, obscene, threatening, abusive, harassing, hateful, defamatory or embarrassing to anyone.

3. **Realize your posts are public**
   There is no such thing as a truly private post on social media. Search engines can turn up posts for years after the publication date. Posts can be forwarded, copied or screenshot. Be sure that what you post will not come back to haunt you or the university.

   As an employee of NC State, while free speech principles may apply, your posts may be considered not protected by the First Amendment. This depends on the impact to the university. There are no bright line rules – we have to look at each instance on a case by case basis.

4. **Be thoughtful**
   If you have any questions about whether it is appropriate to write about certain kinds of material in your role as an NC State employee, ask before you post.
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