NCURA Social Media Policy Statement

Policy:

NCURA embraces use of social media and other technologies that enable members to communicate and share information in a professional manner.

Guidelines:

The mission of the National Council of University Research Administrators is to serve its members by advancing the field and profession of research administration. The value of membership in our organization is in having the opportunity to share and exchange information with fellow members. NCURA supports and values the use of social media tools and emerging technologies to share information and encourages our members to do the same. The following is the official NCURA social media statement. This statement will evolve with changes in the means of sharing information.

For purposes of this document, “social media” shall refer to blogs, microblogs, wikis, social networks, virtual worlds, and yet to emerge social technologies. Members who utilize social media are encouraged to share their knowledge, remain professional, and enjoy the experience.

SHARE

The NCURA’s interest in participating in social media is to provide an opportunity for our membership to develop and enhance relationships that will assist them in advancing their understanding of research administration. NCURA encourages the incorporation and use of emerging technologies as these tools rapidly evolve and our members adopt their use. While participation is optional, all are invited to explore the use of the various social media tools. Doing so advances our mission and allows our membership to expand and share their knowledge of research administration with the world.

COLLEGIALITY, INCLUSIVENESS, and INTEGRITY

When engaged in social media:

Conduct yourself in a manner consistent with NCURA’s principles of collegiality, inclusiveness, and integrity.

Contribute to the advancement of research administration knowledge by posting content that adds value for fellow members.

Take responsibility for the content you post. Always remain cognizant that what you post can be viewed by both personal and professional contacts.

Post responsibly and protect your personal privacy.
If you publish content related to NCURA on any non-NCURA social media site, identify yourself and use a disclaimer such as, "The views in this post are my own and do not reflect those of NCURA."

Do not publish any confidential or proprietary information.

When utilizing references, always link to the original source when possible.

Treat others as you wish to be treated.

Do not use insults, obscenities, racial or ethnic slurs.

Always post as yourself. Do not post anonymously or use pseudonyms.

Do not violate others’ intellectual property rights (i.e. copyrights, trademarks).

If referencing commercially provided products or services, always disclose any connection you may have to the commercial provider.

Always use your best judgment; anticipate the impact of your communication when posting.

Have fun and enjoy the opportunity to engage your fellow NCURA members!

NCURA reserves the right to restrict or deny access to any NCURA-sponsored social media site to any user who fails to comply with the above guidelines and/or to withdraw certain posts or remove inappropriate comments.