Social Media @ ECU – Student Guide

Social media tools and social networking sites may be used as part of your studies at ECU as they allow you to share content and collaborate with each other. Your Lecturer or Unit Coordinator will provide you with all the information you need to set up and use these tools in your units, however it's important you read and understand these guidelines before using social media tools and sites.

Social Media tools already available at ECU

Many tools are already available within ECU's suite of IT tools. These tools are supported by IT services and your student login provides you with access. Examples of social media tools already available at ECU include PebblePad, Adobe Connect, and the Blackboard Social Learning tools.

Using external Social Media tools

You may already use social media sites external to ECU such as Facebook and Twitter. These sites are public and you should be aware that anything you post or say on these sites is public and permanent. When using any social media tool you should be aware of your digital footprint or permanent Internet record, all your interactions online create a permanent record. You can search for your own digital footprint using Google or www.pipl.com. Future employers have been known to search social media sites when researching potential employees, so it is important you think before you post.

If you do not want to use social media sites for your study, it should not be a requirement, so ask your lecturer or tutor if there is an alternative available. If deciding to use external social media tools, it is recommended that you understand that any use of social media tools or sites within the teaching environment are bound by ECU’s rules and statutes, e.g. ECU’s IT Policy and the Student Charter. Any breach of these conditions may make you legally liable and disciplinary action may be taken. Be mindful of the potential for damage to the University’s brand and reputation.

Other recommendations and guidelines when using Social Media include:

- Never post your own personal details or other people’s personal details online.
- Make sure you know where to set your privacy settings in social media tools.
- Be aware of copyright when uploading any video, music, images or text. Make sure you have the right or ask for permission, and cite the creator or owner.
- Be respectful, think before you post.

For more information, see the ECU Social Media Policy.