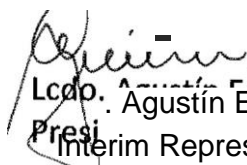




Inter American University of Puerto

June 28, 2011

Vice Presidents, Chancellors, and
Deans of Professional Schools


Lcdo. Agustín Echevarría
Presi
Interim Representative

NORMATIVE DOCUMENT: I-0611-014

STANDARDS AND PROCEDURES FOR THE USE AND MANAGEMENT OF SOCIAL NETWORKS

Greetings. I enclose the reverend normative document. Please distribute it to the corresponding areas of your respective units.

I count on your usual cooperation.

Annex

President 's Office



Inter American University of Puerto

STANDARDS AND PROCEDURES FOR THE USE AND MANAGEMENT OF SOCIAL NETWORKS

NORMATIVE DOCUMENT 1-0611-014

Introduction

The University recognizes the importance of access to the World Wide Web for academic, administrative, and other uses directly related to institutional objectives, as well as the usefulness of social networks for these same purposes.

I. Legal base

These policies and procedures are established pursuant to the authority vested in the President of the University by the Board of Trustees in the University's Bylaws and are based on the policy established by the Board of Trustees in the document *Guidelines and Institutional Standards for the Appropriate Use of Information Technology, Computerized Information Systems, and telecommunications* in the *Regulations of the Inter American University of Puerto Rico regarding the Student Directory and Alumni Directory* in the *Regulations for the Administration of Documents* and in the *Rules on Confidentiality of Information*.

These rules and procedures are also established in harmony with the applicable international, federal, and state laws governing privacy and confidentiality of information, including the Electronic Communications Privacy Act of 1986, the FERPA Act of 1974 (as amended), 20 U.S.C. 1232g, and the regulations established under 34 C.F.R. Part 99, among others.

II. Purpose

This document is intended to establish standards and procedures for the use and management of social networks through the University network and to establish standards to limit their use exclusively for academic, administrative, and other legitimate uses by student organizations or other entities authorized by the University.

President's Office

III. Scope

These policies and procedures shall apply to members of the University community who use the University's network to connect to the Internet.

IV. Definitions

For purposes of this document, the following terms shall have the meaning indicated below:

- 4.1 Bandwidth - the transmission capacity of a telecommunications medium or channel. Bandwidth is usually stated in bits per second (BPS), kilobits per second (kbps), or megabits per second (mps).
- 4.2 University Community - the members of the Board of Trustees, faculty, non-teaching employees, students and contractors who provide services to the University.
- 4.3 Chief Executive Officer - the President of the University, the Chancellor of each Campus, the Dean of the School of Law and the Dean of the School of Optometry.
- 4.4 Internet - a decentralized set of interconnected physical communication networks that function as a logical network with global reach.
- 4.5 Board of Trustees - the Board of Trustees of the Inter American University of Puerto Rico.
- 4.6 License - permission to use an application or system.
- 4.7 Electronic material - information stored digitally on any electronic media.
- 4.8 Internet site - a source of information that can be located anywhere in the world and is accessible through an Internet browser.
- 4.9 President - the president of the Inter American University of Puerto Rico.
- 4.10 Commercial software - computerized applications or systems that can be purchased over the Internet and other media.
- 4.11 Peer to peer" programs - programs for sharing or exchanging information via computer networks in which all or some aspects operate without fixed clients or servers, but are instead

a series of nodes that behave as equals to each other. This takes advantage of the bandwidth usage of the other network users by means of the connectivity between them.

- 4.12 Advertising - promotional or marketing material that is sent by e-mail over the Internet to multiple users. Often sent automatically in programs designed for this purpose.
- 4.13 Networks - a group of computers connected to each other, physically or logically.
- 4.14 Social network - online community of people who share similar interests. It allows easy sharing of information with people around the world. Among them are: "Facebook, MySpace, Messenger" and others that may arise for these purposes.
- 4.15 Units - the academic units and the Central University Office.
- 4.16 University or Institution - the Inter American University of Puerto Rico, Inc.

In addition, the definitions that apply, of the document *Rules on confidentiality of information*.

V. Standards

- 5.1 Priority for Internet use will be academic and managerial: Blackboard, Banner, Unicorn, the Information Access Center databases, and systems, as well as official e-mail systems. Any use that does not fall under these classifications will be handled according to bandwidth availability.
- 5.2 Accessing or transmitting material in violation of any law or regulation of the University and local or federal government is prohibited.
- 5.3 The use of "peer to peer" and transfer programs not authorized by the Computer and Telecommunications Center (CIT) is prohibited.
- 5.4 The faculty will be able to make use of the social networks for academic purposes only. The use of these for other purposes is prohibited.
- 5.5 Employees will use social networks only when the nature of their work warrants it.

- 5.6 Student organizations or other duly recognized entities will use social networks from the University only for purposes related to their objectives. Therefore, they must request authorization from the Dean of Students of the unit to use social networks.
- 5.7 When the use of social networks requires (or entails) the use of the University's logo or badge, these shall strictly adhere to the provisions of the Corporate Identity Manual.
- 5.8 As resources permit, pages developed by authorized University entities, such as promotion offices, departments, and student organizations, may be accommodated within the University's network. All such pages will include the name and e-mail address of the individual responsible for managing them. In addition, they will clearly state that the views expressed on the site do not represent those of the University.
- 5.9 Under no circumstances will the University tolerate pornographic content or content not appropriate to a healthy work environment.
- 5.10 The University reserves the right to remove all or part of the content published on the network pages.

VI. Responsibilities

- 6.1 The president and chief executives of the academic units or their designees shall be responsible for:
 - 6.1.1 Establishing the priority of the services available on the Internet according to the demand and bandwidth capacity of the unit.
- 6.2 Each unit will be responsible for:
 - 6.2.1 Establishing the necessary procedures to authorize the university community to request access to social networks.
 - 6.2.2 Establishing the necessary procedures to authorize student associations to use social networks.
 - 6.2.3 Providing access to the document *Guidelines and Institutional Standards for the Appropriate Use of Information Technology, Computer Information Systems*, the *Regulations of the Inter American University of Puerto Rico regarding the Student Directory and the Alumni Directory*, the *Regulations for the Administration*

of Documentaries, the Rules on the Confidentiality of Information and this document, to the users of your unit.

6.3 Each department director will be responsible for:

6.3.1 Requesting the corresponding authorizations for the faculty requesting access to social networks from the Computer Center of your unit.

6.4 Office supervisors will be responsible for:

6.4.1 Requesting from the Computer Center of your unit the corresponding accesses for employees whose functions require access to social networks.

6.4.2 Ensuring that the users under their supervision use the services of social networks in accordance with institutional regulations and respecting the legal norms in force.

6.4.3 Notifying the IT and telecommunications center of your unit, by e-mail or by any written means, the name of the administrative employees who are authorized to use social networks.

6.5 Unit IT and telecommunications managers will be responsible for:

6.5.1 Procuring and maintaining the necessary technological resources for adequate access to social networks.

6.5.2 Ensuring that the available bandwidth is properly managed so that authorized users can connect without problems.

6.5.3 Installing mechanisms for monitoring the use of social networks, as determined by the unit's chief executive.

6.5.4 Processing requests to authorize or limit access to social networks.

6.6 Members of the University community who use social networking through the University network will be responsible for:

6.6.1 Complying with the provisions of the normative document *Guidelines and Institutional Standards for the Appropriate Use of Information Technology, Computerized Information Systems and the*

Telecommunications and in other documents related to institutional regulations

6.6.2 Using the information systems in accordance with the institutional regulations in force and with the Law that protects copyrights.

6.6.3 Promoting the best interests of the University while protecting the reputation, integrity, rights, and welfare of the entire University community.

VII. Monitoring the use of social networks

The IT and telecommunications center of each unit shall conduct monitoring at a frequency established by the chief executive of that unit to ensure compliance with these standards, with the document *Guidelines and Standards for the Appropriate Use of Information Technology, Computer Information Systems and Telecommunications* and with the document *Standards and Procedures for the Use and Management of the Internet, section VII*, with all applicable regulations.

VIII. Disciplinary actions

8.1 When it is determined that there has been a violation of the provisions of this document, the *Guidelines and Institutional Standards for the Appropriate Use of Information Technology, Computerized Information Systems and Telecommunications* or the provisions of other institutional documents, the necessary corrective and disciplinary measures will be applied according to the seriousness of the infraction and in accordance with the standards established in applicable official documents.

8.2 When the user is not a regular employee of the University, the chief executive of the unit *or* his or her designee will seek appropriate advice to determine the action to be taken.

IX. Separability

If any part or section of this document is declared null and void by a competent authority, such decision shall not affect the remaining parts.

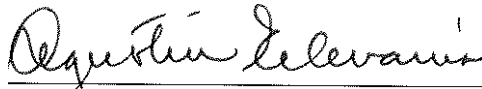
X. Repeal or amendment

This document supersedes any other guidelines that conflict with the provisions herein. This document may be amended or repealed by the President of the University.

XI. Validity

These policies and procedures shall be effective immediately upon approval and signature by the President.

XII. Approval



Agustín Echevarría
Interim President



Fecha Date (D-M-Y)