

## SOCIAL MEDIA RELATED POLICIES

### Statement of Care

The University of Mary takes seriously the responsibility to care for the growth, development, and success of our students and employees. The formation of personal virtue and strong character is fundamental to the mission of the University and goes far beyond the classroom or workplace. Our students and employees represent the University on and off campus and their actions can be construed as a reflection of the University. For this reason, the University acknowledges the privilege and takes seriously the calling to accompany its community in embracing the ideals of Christian Maturity, while it also takes seriously the responsibility to protect our students, employees, and institution from damage to personal or institutional reputation.

Hardship, disappointment, and frustration happen in every human life, and dealing with them is a hallmark of life's journey. The temptation to complain or murmur is sometimes strong, but the virtuous person chooses to act (if there is something that can be done) or to endure (if the circumstances are out of his or her control). *The Rule of St. Benedict identifies murmuring as the most serious and destructive sin against the value of community.* More than anything, the everyday difficulties of life are meant to be overwhelmed by interior habits of gratitude for the many blessings and opportunities each of us has been given. The University of Mary fails if we are unsuccessful in assisting our community members to live in this way.

There is a cultural trend to take to social media to express concerns or frustrations. This approach can cause great damage, and in some cases irreparable harm, to both the target of the post – whether an individual or the University – and the author. Rants, complaints, personal attacks, and other irresponsible social media posts are often composed in an emotional state and go well beyond what the author would say in the presence of target of the post. It is also true that posts of this nature are often misinformed, out of context, half true, or not true at all. The difficulty is that once such a post is made, it cannot be permanently retracted, even if superficially deleted from the platform upon which it was posted. This opens both the author and target of the post to damage that cannot be undone. Because of the swift nature of social media interaction, it is extremely difficult to retroactively change the court of public opinion and rehabilitate the character of an individual or institution regardless of the veracity of an inflammatory post. Furthermore, inappropriate content posted in poor judgment has long-lasting effects upon the student or employee and damages the reputation and public perception of the target of the post, whether an individual or the University.

The University has placed a great deal of care in establishing processes, policies, and procedures to give all students and employees a productive way to raise an issue, bring a grievance, and seek

redress where appropriate. Students and employees are expected and encouraged to utilize these options. See [www.umary.edu/dignity](http://www.umary.edu/dignity) for more information.

For further information regarding the University of Mary's stance on social media use, please see the following policies:

- [General Social Media Policy](#)
- [Social Media Policy for Employees](#)
- [Social Media Policy for Students](#)
- [Conduct Grievance Board](#)