



## Yammer Policy

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Policy Number: 31032015

Effective Date: April 1<sup>st</sup>, 2015

Last Reviewed Date: January 4<sup>th</sup>, 2016

Owner: Communications Director

Summary: This policy provides the University's individual, academic and administrative units with rules and guidelines concerning the use of Yammer.

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### Policy Statement

University of the People recognizes the utility of Yammer to facilitate communication amongst students, faculty, staff, volunteers, alumni and other parties.

The purpose of this policy is to ensure that the Yammer groups and content accurately portray, promote and protect the institution. Adherence to this Policy is intended to avoid liability that may arise from the posting of inappropriate or unauthorized content on a website or account or by a user associated with UoPeople. This applies to staff, faculty and UoPeople volunteers who engage in Yammer conversations related to students.

### Department Heads

YAMMER Group	Name	Post/Announcement requirements	Monitor groups
PR	Sarah	Weekly or whenever relevant articles are published	Weekly
Support - Academics	Nora	Weekly	Weekly
Academic Advising	Ariella	Weekly	Weekly
Mentorships	Lori	Weekly	Weekly



Career Services	Lana	Weekly	Weekly
Alumni	Lana	Weekly	Weekly
Tips by Student Services	Sharon	Weekly	Weekly

All posts should be engaging and relevant. Images can be supplied by the Communications team (i.e. Final Exams Begin).

It is the responsibility of each department head to make sure students are following the “Terms and Conditions” within their group.

**Students:**

All students will be invited to Yammer by the Communications department as part of their Office 365 system. During the six week each term, the Student Services Director will send an Excel list with all new students to be invited to Office 365 System to the Marketing Director. Students will receive a welcome email followed by the Terms and Conditions agreement, which will be sent by Marketing Director.

**Removal of students from Yammer and Office 365 System**

- A. The Communications department is in charge of the removal of a student from Yammer- once Student Services and the Communications team determines a student has broken the [Terms and Conditions](#) and removal is the appropriate decision.
- B.
  - a. During the first week of each term, the Student Services Director will send an Excel list with all students (excluding students administratively withdrawn) unenrolled from the University during the previous term. For example, the first week of AY2016-T2 UoPeople will remove all students unenrolled during AY2016-T1 for all reasons, excluding those administratively withdrawn from the University.
  - b. During the first week of each term, the Student Services Director will send an Excel list with all students who had been administratively withdrawn one year earlier and remain unenrolled at UoPeople. For example, the first week of AY2016-T2 UoPeople will remove all students who were administratively withdrawn during AY2015-T2 who are still unenrolled at the University.

The relevant administrator will then remove the unenrolled students from the Office 365 System.



### Posting content:

UoPeople's staff, faculty and volunteers are responsible for assuring that their content:

- is accurate and up-to-date
- does not reveal any confidential information concerning students, faculty, staff or University financial or intellectual property interests
- does not publish names, photographs, videos, texts, recordings, slideshow presentations, or other content without the written, express consent of all involved parties
- Otherwise adheres to UoPeople policies and [social media best practices](#).

Content/announcements posted within groups, must be directly connected to the group subject (i.e. Marketing group, only posts about relevant marketing material).

Staff, students, faculty and UoPeople volunteers who engage in online conversations must ensure that any postings and comments directly or indirectly relating to UoPeople:

- are not disrespectful, offensive, injurious or otherwise inappropriate
- do not interfere with a reasonable educational environment
- cannot be perceived as harassing or threatening
- are not libelous or otherwise illegal
- are not pornographic
- do not violate the privacy rights of a UoPeople student, faculty member or staff person
- do not reveal confidential information about a course
- do not infringe on copyright laws
- do not use the platform to make a political statement
- do not use the UoPeople name or logo inappropriately or in a misleading manner
- are in line with UoPeople's mission and values

Yammer may not be used as a substitute for the University's usual official, confidential communications, distribution of personal information is forbidden as all of Yammer is searchable and groups will be public.

### Yammer Best Practices

The Communications Department shall make the following best practices available to all staff, students, faculty and UoPeople volunteers who engage in online conversations related to UoPeople:



## UNIVERSITY OF THE PEOPLE

### SOCIAL MEDIA BEST PRACTICES

1. **LISTEN & INTERACT:** Add value to the discussion
2. **KNOW YOUR AUDIENCE:** You are connected to your own, unique social network. Understand your audience in this network, what they connect to, and what things they are interested in.
3. **KEEP IT SHORT AND TO THE POINT:** In the age of social media, where everyone has a voice, those who can keep it short and to the point are often the most respected.
4. **KEEP THE BRAND:** UoPeople is the world's first, non-profit, tuition-free, accredited, degree-granting online university. Please help us keep this image to ensure that the gates of higher education are open to all, regardless of financial, social or geographic constraints.
5. **KNOW WHEN TO PASS SOMETHING ON:** You will get talkbacks to your posts. If someone is voicing a concern that you are not certain how to address, contact UoPeople staff immediately.
6. **WRITE DELIBERATELY AND ACCURATELY:** "Delete" doesn't really exist on the internet, so please think before you post. You may want to include a date in your post for future reference.
7. **CORRECT MISTAKES:** Acknowledge and correct mistakes promptly.
8. **DISAGREE WITH OTHERS RESPECTFULLY:** Some topics can invite flame wars. Avoid discussing things where emotions run high, such as politics and religion.
9. **RESPECT COPYRIGHT LAWS:** Always give credit and link to your sources.
10. **KEEP US UPDATED:** Let us know if there are any concerning or remarkable comments to any of your posts, if you are posting in a social media platform that you haven't posted in before, or if you have posted something new and interesting that you think we should see.

### Monitoring Content

The Department head or volunteer overseeing a group is responsible for regularly monitoring the conversation threads within the group. Reporting any non-compliance to the Yammer terms and conditions, to the Communications team so further action can be taken. Content



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within groups must remain relevant and in compliance with all UoPeople Yammer Terms and Conditions.

Department heads or volunteers are responsible to keep students engaged, meaning, weekly announcements or posts are strongly suggested. The more engagement provided, the smoother and more involved students will be with Yammer.