Web 2.0 services such as Facebook, YouTube and Twitter are a valuable resource for sharing resources and information.

Recommendations

- If you reply to postings say who you are, particularly if you are acting on behalf of the University.
- Protect your own personal details.
- If you use your Keele Email Address as your log in for a service don’t forget to change it when you leave the University.
- Be thoughtful about what you post: respect others, keep it clean and don’t spam
- Stay on topic
- Act responsibly
- Stay within the legal framework and never compromise your own personal details
- Be aware of personal liability and the legal framework
- Link back to University web pages or other resources where appropriate
- Follow a code of ethics: many sites publish their own tips
- Report any inappropriate material to the provider

Remember

- Information could be at greater risk of unauthorized use
- The service provider could change nature of service or cease to exist.
- Use could jeopardize your own and the University’s reputation if service is misused.
- You may have little or no control on taking content down or the privacy of the content.
- Be aware of copyright implications when posting
- All external web 2.0 services apply their own conditions of use which you are expected to follow

Social Media at the University

- Twitter http://twitter.com/keeleuniversity
- Facebook http://www.facebook.com/KeeleUniversity
- YouTube http://www.youtube.com/KeeleUniversity
- Keele University Social Networking Connections http://www.keele.ac.uk/socnet/