Social Media and Electronic Communication Guidelines

Definitions:

Authorized Adult: An authorized adult is an adult who has successfully completed and passed a background check.

Child Program Participant: A child program participant is any minor who participates in a U-M sponsored activity, program, or event on or off campus.

Social Media Communication

1. All communication between authorized adults and children must be conducted incorporating the “Rule of Threes”.
   a. Communication (email, text) between an authorized adult and child must include another authorized adult or the parent/guardian of the child program participant.
   b. Communication with children should be conducted in a group (chat, text or email) and should include at least two (2) authorized adults.
   c. Communication with children should occur using a child appropriate/group application such as Remind, Group Me, or Class Dojo.
   d. Child program participants may “Friend the program or event community page if one exists but may not “Friend” the personal page of an authorized adult.

Individual Communication

1. One-on-one social communication (Facebook, Twitter, Instagram or Snap Chat) is prohibited between an authorized adult and a child program participant.
2. Authorized adults should not “Friend” or accept “Friend Requests” from a child program participant.
3. Communication to child program participants should not occur during inappropriate hours unless the occurrence is an emergency. The recommended timeframe is from 8 a.m. – 8 p.m.

Request to Discontinue Communication

Parents/Guardians have the right to request in writing that all forms of electronic communication between the child program participant and the authorized adult be discontinued.