



## 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.