



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
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Information Technology Services

Information and Cybersecurity Awareness

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Social media and the University – keep it professional

“Small actions, big difference – welcome to the digital neighbourhood”

Did you know?

- South Africa has 23 million social media users.
- The average South African spends two hours and 48 minutes a day using social media.
- We have an average of 8,5 social media accounts per internet user.

(Source: Global Digital report 2019 by We Are Social and Hootsuite)

Introduction

In today’s increasingly digital world, social media plays a meaningful role in higher education every day. Social media can be incorporated into lectures, making them more interesting and engaging. Social media can be used to improve communication among staff, students and alumni and as an effective marketing tool for the university.



On the down side, uncontrolled use of social media may lead to reputational damage to individuals or the institution, legal issues, cybersecurity concerns, a decline in employee productivity and poor student attentiveness in classes.

How to protect yourself

Keep your social communication professional:

- Read your employer, your university or school’s social media policies carefully.
- Split your professional online profiles from your personal profiles (e-mail address, LinkedIn profile, etc.)
- Review your Facebook wall and your profile as a potential employer would. Does it support or contradict the CV you are sending to employers?

Keep a healthy balance:

- Limit your use of social media for unproductive purposes during business hours or hours needed for study-related activities.
- Decide not to engage mindlessly, but to establish a purpose before you log on to social media.
- Identify times when you will unplug intentionally from social media by closing tabs and putting your phone away. For example, at work, in class, at meal times, when spending time with friends, when driving your car, and an hour before going to bed.

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[Set daily time limits on your use of social media. Engage and disengage with purpose.](#)