

University of Tennessee College of Architecture and Design

Digital Media Expectations

The College of Architecture and Design at the University of Tennessee, Knoxville, has developed expectations for digital media use and will continue to update the expectations as technology changes. Digital media include social media, websites, blogs/vlogs and other online networks.

The College of Architecture and Design celebrates free speech and encourages students, faculty, staff and others to communicate about the college.

The college's expectations for communicating through digital media are simple: When communicating for and about the college, we expect our students, staff, faculty and others associated with the college to communicate with the Volunteer Values of respect, accuracy, decency and civility. Disrespectful, inaccurate, indecent and cruel communications misrepresent the college, what we stand for and the good work we do.

Respect

The College expects every person who communicates for or about the college and each other to do so respectfully. Digital media should be mechanisms to uplift each other, the college, the university, the community and the world. When digital media can be mechanisms to bring light to a problem, we expect students, faculty and staff to communicate respectfully.

Accuracy

Misleading, false or inaccurate information communicated via the college's social and digital media will be addressed and where possible, corrected. The college has the right to delete any inaccurate information posted for or about the college, university, each other and others. We're a group of responsible citizens, and we should use our resources to ensure we are accurate in our speaking and posting.

Decency

Libelous, hurtful, rude or indecent posts will be deleted by the college, where possible. Our college and our college community are better than this. We hold each other accountable for our comments online just as we would face to face. The partial anonymity of the digital screen does not diminish the necessity and expectation of decency.

Civility

We are all in this together. The college expects its students, faculty and others to treat each other, the college, the university and the local and broader community with civility. Civility is akin to kindness. Be kind. Support each other. Raise up the college and your fellows.

Faculty and staff should be role models for students for appropriate posting on social media. The College of Architecture and Design will refer students who violate UT's Code of Conduct to the UT Office of Student Conduct and Community Standards, when necessary. That will never happen if we show respect for each other, communicate accurately, bring more decency to the world and use civility in our posts. These actions will elevate each of us, the college, the university and the broader community.

Resources: [UT IT Systems Use Policy](#), [Copyright and File Sharing](#), [List of IT Policies](#), civility.utk.edu