Kingston University
Acceptable Use Policy – Social Media

Owner name: **Job title:** **Dept/faculty:**	Jayne Aldridge Deputy Director – Student Services Student Services & Administration
Review Due:	Annual
Key Policy Legislation	Data Protection Act 1998 Copyright Designs & Patents Act 1988 Computer Misuse Act 1990 Freedom of Information Act 2000 Regulation of Investigatory Powers Act 2000 Electronic Communications Act 2000 Counter Terrorism & Security Act 2015, including related Government and HEFCE Guidance Digital Economy Act 2010 Human Rights Act 1998

Approval Body Sign Off	Name: UIC Signed:	Date	

Version Control			
Version	Date	Author	Change Description
0.1	11/3/2016	Mark Sharma-Drake	Initial Review Draft
1.0	21/4/2016	Mark Sharma-Drake	Final Approved

Contents

1   Equality Statement

Because we value diversity and equality highly we have designed this policy to be fair and inclusive. In putting this policy into practice we expect all members of the University community to abide by the spirit and detail of the Equality Act 2010 and One Kingston, our policy and strategy for equality, diversity and inclusion

2   Policy Title

Acceptable Use Policy – Social Media

3   Policy Statement

This policy offers guidance to staff and students in their use of social networking services online in order to protect both their individual reputation and that of the University.

4   Policy Scope

This policy applies to all Social Networking site users who have a relationship with Kingston University, either as a member of Staff at KU or KU Partner, or as a Student at KU or a KU Partner. Social Networking sites include but are not limited to Facebook, Bebo, Myspace, YouTube and Twitter.

5   Governance & Review

The policy owner will review the policy content annually at least.

The policy owner will review the policy immediately in circumstance where any detail within the policy has significantly changed.

This policy will be signed in the first instance by the policy owner, with subsequent approval by the CIO and final signoff by the University Information Committee.

All University policy documents must be signed and submitted to the University Secretary's office for record.

6   Related Resources

Acceptable Use Policy – IT Facilities
Acceptable Use Policy – Email
Acceptable Use Policy – Mobile & BYO Devices

7   Policy:

7.1   Responsible use of Social Networking

Kingston University understands the popularity and benefits of Social Networking sites if used responsibly. Such sites allow for, and promote, general communication, online discussion and provide the ability to share information about yourself and others quickly and easily. In many respects this can be beneficial to students and staff both in personal and academic terms. By following a few simple guidelines Social Networking can be enjoyed by all, safely and productively.

7.2 Guidelines for use of Social Networking

7.2.1 Before signing up to any Social Networking site make sure you have read the terms and conditions for that site, along with their privacy policy. If there is anything you do not understand or are not happy with, do **not** sign up to the site.

7.2.2 When signing up to a site use only your personal details and not anyone else's. When filling in your personal details remember that these will be visible to other users. Only enter the details that you are happy with being in the public domain. It is **not** recommend that you fill in local addresses, telephone numbers or full dates of birth.

7.2.3 If you upload any pictures to your profile, license to use these pictures in many cases is transferred to the Social Networking site in question. This allows the site to use the photo how they want to, possibly in marketing and advertising.

7.2.4 You must **not** post any statements or photos that could damage the reputation of you, your family or that of Kingston University and its Partners. You must **not** make offensive or derogatory remarks about students, members of staff or other individuals, and you must **not** post obscene or derogatory images.

7.2.5 It is important to remember anything you post on Social Networking sites may be visible to anyone, anywhere, at anytime! It is important to be aware of the risks and take steps to protect yourself and your personal information. Posting personal information could potentially lead to unwanted attention and could even contribute to identity fraud. For your own benefit, you should not post details which you might find awkward later, for example something you would not want family members or a future employer to see.

7.2.6 It is important not to use the same username and password you use for other systems, such as your Kingston University login.

7.3 Monitoring

7.3.1 Social Networking Site Administrators, KU Officials, Police and other agencies can and do monitor these sites from time to time. KU Users of these sites must keep in mind that they could face disciplinary action by breaching KU policies. They could also be subject to criminal proceedings if their actions are found to be illegal.

7.3.2 It is now common practice for employers to search Social Networking sites as a means for screening potential applicants for positions of employment.