

Regent College London

Social Media Policy

1 Purpose

- 1.1 To provide a policy for the use of social media for both staff and students of Regent College London (the College), together with guidelines on the use of social media. Social media is used as a generic term to cover both social and business networking and media using the internet.

2 Background

- 2.1 The use of a variety and range of social and business networking sites, for example, Facebook, Twitter and LinkedIn on the internet has become an increasingly important part of everyday life for many people. Regent College London recognises that this provides valuable opportunities for networking, marketing and an exchange of ideas. However, the widespread use of social media sites and the possibilities of inappropriate use which may bring the College into disrepute or compromise a member of staff, means that a policy is required which sets out the College's position on the use of social media for both students and members of staff.
- 2.2 It is also noted that the use of social media can in some instances transgress legal and social expectations, in terms of accessing, distributing, or participating in networks that may establish or enhance activities that may be deemed unacceptable or offensive. It is of particular importance that the requirements of the Prevent policy are built into this policy, to combat the accession or distribution of extremist or terrorist views and objectives.
- 2.3 This policy applies to all use of social media by Regent College London students and staff to represent or discuss matters concerning the College and/or members of the College community, whether or not such use involves the College's network or other computer resources. Social media is a term used to describe tools and platforms that enable individuals to share ideas and content quickly and easily. Examples of popular social media include texting, blogs together with propriety platforms including, for example, Twitter, Facebook, SnapChat, Instagram, LinkedIn, My Space, YouTube and Flickr.
- 2.4 It is important to recognise that the use of social media at or concerning Regent College London is governed by the same laws, policies, rules of conduct and etiquette that apply to all other activities at or concerning the College. Activities of a private nature conducted away from the College may result in disciplinary action or termination of contract for staff and deregistration or expulsion for students if these activities reflect poorly on the College or interfere with the conduct of College business. This also applies to research activity, whether legitimate or private, when it impacts upon the well-being of staff and students at the College.
- 2.5 The Social Media Policy sets out the College's expectations and general principles for the usage of social networking services including those which are accessed via the internet. Social Media refers to a broad range of websites and online services that allow people to connect with friends, family and colleagues as well as meet people with similar interests and hobbies.

- 2.6 The Social Media Policy applies to all staff of Regent College London, in any role, on a permanent, temporary, casual or fixed term basis and all students. The policy also applies to anyone under contract for service and self-employment. The Policy also applies to any other people who are linked to the College such as volunteers, seconded staff, students on work placements within the College and workers engaged through Service for Contract, Self-employed or recruitment agency. For purposes of brevity the word 'staff' is used in this document to cover these different arrangements that the College has with those who work or contribute to its educational business.
- 2.7 Regent College London's Social Media Policy:
- (a) Provides guidance concerning the use of social media through the College's computer network, systems or equipment and/or the use of social media to represent or discuss matters related to Regent College London and/or members of the College's community including all staff, students and alumni.
 - (b) Sets forth guidelines for the administration of Regent College London social media website sites.
 - (c) Acknowledges that unauthorised use of the wi-fi facility within the College is difficult to track, and that the use of personal devices accessing wi-fi can only be broadly monitored; awareness of this level of threat to inappropriate, offensive or extremist activity is highlighted within this policy

3 Social Media Policy

- 3.1 Access to social media sites using Regent College London computers and network systems is allowed, but the College reserves the right to block such access if a noted interference with day-to-day duties is evident. However, staff, students and those under Contract for Service or self-employment must ensure that access adheres to this policy and does not interfere with work or academic duties.
- 3.2 The College operates a number of Social Media sites. This is within the jurisdiction of the Marketing Manager and the IT management team. Postings made by or to any of these sites are moderated by the Marketing Manager and approved by the Principal.
- 3.3 Staff, students and those under Contract for Service or self-employment and others related to the College should never post or send abusive, defamatory or distasteful messages or post photographs, videos or other media which could be considered in breach of the guidelines given in this social media policy.
- 3.4 Staff, students and others related to Regent College London must not publish personal, identifiable information concerning or about College employees, students or alumni. Staff, students and other related to the College must not express opinions that profess to represent the views of the College unless authorised to do so.
- 3.5 Staff, students and others related to Regent College London must never post a comment about the College that purports to represent the views of the College, unless approved by the Principal.
- 3.6 Staff, students and others related to the College are prohibited from creating corporate accounts under names such as Regent College London and other names associated with the College that could detract from or attempt to impersonate any of the College's main accounts.

- 3.7 Harassment or bullying via social media will not be tolerated. Evidence of harassment using social media will be investigated and may result in disciplinary procedures.
- 3.8 Staff, students and others related to Regent College London must also adhere to the principles contained within this Policy outside of working hours and may be subject to disciplinary action if there is failure to do so.
- 3.9 The inappropriate use of the social media web sites may lead to disciplinary action resulting in termination of contract for staff and deregistration from the programme for students; this is particularly the case where there are sensitive issues being debated, or links being created to sites that feature extremist or terrorist activity, or in any way contravene the requirements of the Prevent Policy.

4 Responsibilities

- 4.1 Users of social media are responsible for ensuring that their use of social media is appropriate and fully compliant with this policy.
- 4.2 Managers are responsible for ensuring that all staff, students and others related to Regent College London for whom they are responsible are aware of this policy.
- 4.3 The Marketing Manager is responsible for the maintenance and monitoring of College social media sites.

5 Guidelines on the use of social media

- 5.1 When posting to any of Regent College London's social media sites, communicating with staff and students of the College community, or discussing the College on any site, even through your own personal account or using your own phone, computer or other device without using the College network or equipment, the following Dos and Do Nots should be followed.

5.2 Do

- 5.2.1 Remember that UK laws and Regent College London policies governing inappropriate conduct such as sexual (or other) harassment, bullying, discrimination, defamation, infringement of copyright and trademark rights, and unauthorised disclosure of student records and other confidential and private information apply to communications by the College's students and staff through social media.
- 5.2.2 Adhere to the Prevent Policy introduced by law in the UK in September 2015.
- 5.2.3 Make sure that you accurately disclose your relationship to the College when endorsing Regent College London. When using the College sites or acting within the scope of your College responsibilities, you may only endorse Regent College London, its programmes, or its services if you have been authorised to do so by the appropriate member of senior staff at the College.
- 5.2.4 Carefully consider the accuracy, clarity, length (brief is better) and tone of your comments before posting them. Postings on social media sites should protect the College's institutional voice by remaining professional in tone and in good taste. Remember, your postings may be on the social media site for a long time!
- 5.2.5 Sign your posting with your real name and indicate your relationship to Regent College London. Do not use aliases or post anonymously.
- 5.2.6 Respect the views of others, even if you disagree.
- 5.2.7 Be truthful, accurate and complete in describing Regent College London's programmes and services.

- 5.2.8 Strive to be accountable to Regent College London audiences via regular updates and prompt responses when appropriate.
- 5.2.9 Obey the Terms of Service of any social media site or platform in which you participate.
- 5.2.10 Where appropriate, link back to information posted on Regent College London's website instead of duplicating content. When linking to a news article, for example, about the College, check first to determine whether you can link to a release from the College's website rather than another media outlet.
- 5.2.11 Whenever, as a member of staff of Regent College London, you utilise social media as a means of student participation in course work, be sure to also provide a practical and appropriate alternative for students who may be unable or reluctant to utilise that particular social media (for example, some students may not be comfortable with opening a Facebook account).

5.3 Do Not

- 5.3.1 Use social media; to harass, threaten, insult, defame or bully another person or entity; to violate any Regent College London policy; or to engage in any unlawful act, including but not limited to gambling, identity theft or other types of fraud.
- 5.3.2 Do not promote extremist or terrorist views.
- 5.3.3 Post or store content that is obscene, pornographic, defamatory, racist, excessively violent, harassing, threatening, bullying or otherwise objectionable or injurious. In addition, do not attempt to compromise the security of any the College's social media site or use such site to operate an illegal lottery, gambling operation, or other illegal venture.
- 5.3.4 Post copyrighted content (such as text, video, graphics or sound files) without permission from the holder of the copyright. Remember, even information that is widely available to the public (such as text, photographs, or other material posted on the Internet) may be subject to copyright restrictions that prohibit unauthorised duplication or dissemination.
- 5.3.5 Use the Regent College London's name, logo or trademarks for promotional announcements, advertising, product-related press releases or other commercial use, or to promote a product, cause, or political party or candidate.
- 5.3.6 Disclose confidential College information, non-public strategies, student records, or personal information concerning (past or present) staff, students or alumni of the College without proper authorisation.
- 5.3.7 Make false claims or representations about Regent College London's programmes or services. Do not speculate or guess if you do not know the information.
- 5.3.8 Spread gossip, rumours, or other unverified information. Do not assume that everything posted on a social media site is true.
- 5.3.9 Spend excessive time using social media for personal purposes during working hours or use any College social media sites, networks, equipment or peripherals for unauthorised personal or commercial purposes.
- 5.3.10 Transmit chain letters, junk email, or bulk communications.
- 5.3.11 Be rude or argumentative or use inappropriate language. Correct factual inaccuracies but avoid negative exchanges whenever possible.
- 5.3.12 Be careless with spelling, grammar or syntax, or use language that may easily be misunderstood.

- 5.3.13 Post a person's photograph or video image without first obtaining written permission from anyone depicted in the photograph or video. The written permissions should be kept on file as a record after being signed. Note: photographs posted on social media sites can be easily appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolutions to prevent copying. Images at that size are sufficient for viewing on the Web, but not suitable for printing.
- 5.3.14 Represent your personal opinions as institutionally endorsed by Regent College London. If you are not authorised to post specific content on behalf of Regent College, then the following disclaimer should appear in your posting: These are my personal opinions and do not reflect the views of the College.
- 5.3.15 Expect that your posted content will remain private or that dissemination will necessarily be limited to your intended audience, even if you are accessing your own private social media account over the Regent College London network or using the College's equipment or peripherals.
- 5.3.16 Attempt to mask your identity or attribute your comments to another person (real or fictitious).
- 5.3.17 Insult, disparage, disrespect or defame the College or members of staff or students of Regent College London.
- 5.3.18 Discuss legal issues or risks, or draw legal conclusions, on pending legal or regulatory matters involving the College.
- 5.3.19 If you become aware of objectionable content posted on Regent College London's social media sites-- or objectionable comments concerning the College that are posted on an unaffiliated site – please notify the Principal.

6 Posting to social media sites not administered by Regent College London

- 6.1 Regent College London is aware that staff and students of the College may wish to express their personal ideas and opinions through private social media that are not administered by the College.
- 6.2 Nevertheless, Regent College London reserves the right, under circumstances it deems appropriate and subject to applicable laws and regulations, to impose disciplinary measures, up to and including deregistration (student) from the College or termination of employment or contract (staff), upon students, staff and others related to the College who use private social media sites or communications resources in violation of this policy or in ways that reflect poorly on the College or are deemed to interfere with the conduct of College business. In appropriate cases, such conduct may also be reported to law enforcement authorities.

7 Site approval, administration and requirements

- 7.1 With appropriate authorisation, Regent College London social media sites may be administered on behalf of:
 - (a) Regent College London as an institution
 - (b) Individual Centres, programmes or departments
 - (c) Members of the staff, in connection with a specific programme
 - (d) Student organisations.
- 7.2 Unauthorised use of the Regent College London's name, logo, or trademarks without the express permission of an authorized official of the College is strictly prohibited.

(i) Authorisation of social media sites

- 7.3 Any person or organisation who seeks authorisation for a new social media site will be expected to provide a rationale and justification for the proposed new social media site and produce a plan for managing its content.
- 7.4 Social media sites administered by members of staff in connection with specific programmes and/or units must be authorised in advance by the Principal.

(ii) Site Administration

- 7.5 Each authorised Regent College London social media site must have a designated administrator approved by the Principal. Staff. Students at the College should be informed concerning the name of the site administrator and how to contact the person.

(iii) Site Registration

The Admissions Officer, Marketing Manager or a person delegated by the Principal may review site content. If by doing so they become aware of content posted on a Regent College London's social media site in violation of this policy, must promptly take appropriate action. This may include notifying the site administrator, the person who authorised the creation of the site, and/or other College staff, and then removing the offending content and/or closing the site.

(iv) Site requirements: terms of use, privacy policies, and disclaimers

- 7.6 **Terms of Use** - All Regent College London social media sites shall clearly set forth *Terms and Conditions of Use* applicable to the site, which shall incorporate the appropriate sections of this Social Media Policy.
- 7.7 **Acknowledgement and Agreement** - The Terms and conditions of use must also include the following Acknowledgement and Agreement:

In connection with the use of this site and as a condition of such use, the user expressly acknowledges and agrees that any use of the site is subject to these Terms and Conditions of Use; that these Terms and Conditions of Use may change without notice and continued use of the site constitutes acceptance of such changes; that Regent College London neither endorses nor shall be held liable for the content of any postings that are not made by authorised College personnel or that are in violation of this policy; and that the user shall protect Regent College London, its associates, and their respective officers, directors, trustees, employees, agents and representatives from any and all expenses and liabilities, including but not limited to reasonable legal fees, resulting from any content posted by such user or any violation of these Terms and Conditions of Usage.

- 7.8 **Disclaimer**

Every Regent College London social media site shall include a disclaimer stated as follows:

Content posted to this site represents the views of the individuals who post it and, unless stated otherwise, neither represents the views of nor is endorsed by Regent College Higher Education.

Violators may be subject to disciplinary action, up to and including deregistration of a student from the College or termination of employment or contract for a member of staff. Any questions regarding site administration or usage may be addressed to the Admissions Officer. Questions regarding copyright, privacy, advertising, and other legal requirements may be addressed to the Principal.

Regent College London will support and cooperate with appropriate agencies where investigations are taking place relating to content on social media sites.

<i>Author</i>	<i>Head of Standards & Quality Enhancement</i>
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