

# Anglia Ruskin University

## Social Media Policy



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# Social Media Policy

## 1. Introduction

Anglia Ruskin University (ARU) recognises and encourages the use of and participation in social media as a key communication tool for remaining active, aware and fully engaged with both our prospective and current students, staff and communities.

We want to encourage and empower our staff and students to make effective and appropriate use of social media by providing the right tools and advice to participate in and enhance our positive social media presence. Nothing in this policy is intended to limit either freedom of speech within the law or academic freedom.

This policy is intended to provide an overview of the appropriate use of social media accounts representing ARU, whether managed by staff or students employed by or officially representing ARU, and outlines how to clearly identify professional and personal accounts.

Use of social media on behalf of ARU must comply with this and other relevant policies and guidelines including:

- [Practical Guide to Social Media Communication](#)
- [Social Media Quick Reference](#)
- [Regulations for the use of our IT Resources, Systems and Services](#)
- [Data Protection Policy](#)
- [Information Security Policy](#)
- [Dignity at Work and Study Code of Conduct](#)
- [Student Charter](#)

## 2. Scope

2.1 This policy applies to all staff, including agency workers, students who are employed by ARU or officially represent ARU, governors, directors, volunteers and any other persons acting on behalf of ARU. It covers all social media activities that associate or identify an individual with ARU, whether privately or publicly.

2.2 Social media can be considered to be connected to ARU in the following circumstances:

- I. if the social media account is established or used as an official ARU social media channel,
- II. if it is clear there is an affiliation between a staff member or student and ARU,
- III. if the content is specifically about ARU or its staff or students, in whole or in part,
- IV. if it is deemed the account can be connected to ARU in any way.

- 2.3 It covers all types of websites and online media that allow people to interact, comment, share digital media and participate in discussions.

Tools include social networking sites, such as Facebook and Google+, microblogging environments, such as Twitter and Tumblr, media-sharing sites, such as Flickr and YouTube, Wikis, Blogs, such as Blogger and Wordpress, and news sites such as Digg and Reddit (this list is not exclusive or exhaustive).

### 3. Use of Social Media

- 3.1 We know that staff and students use social media as a form of communication to connect with each other, both professionally and personally through official ARU accounts. Examples of these accounts are listed below.

Type of Account	Representing	Purpose of Account	Managed By
Primary	Anglia Ruskin University as a whole Corporate	<p>Our ARU Corporate accounts connect with a wide ranging audience which includes but is not limited to;</p> <ul style="list-style-type: none"><li>• prospective and current students,</li><li>• influencers,</li><li>• employees of ARU including academics and professional services staff,</li><li>• future employees,</li><li>• partners and</li><li>• local members of the community.</li></ul>	<p>Corporate Marketing, (CM) has responsibility and oversight for the development and management of these accounts.</p> <p>These accounts must be approved and registered with the Social Media Officer in Corporate Communications.</p> <p>They must use official ARU branding, logo, and ARU tone of voice.</p>

		<p>These accounts present an ARU institutional voice and identity.</p> <p>They are also the prime marketing channels which promotional marketing campaigns are run through.</p>	
Primary	Alumni	<p>Our Alumni accounts communicate specifically with past ARU students to reconnect Alumni to other Alumni, and to maintain a connection for between current students and Alumni.</p> <p>To share good news stories and success of the university and other Alumni which helps to showcase the positive contribution ARU has on people's lives.</p>	<p>CM has responsibility and oversight for the development and management of these accounts.</p> <p>These accounts must be approved and registered with the Social Media Officer in Corporate Communications.</p> <p>They must use official ARU branding, logo, and ARU tone of voice.</p>
Primary	Joining ARU Groups	<p>To connect offer holders with current students and support them through the application process.</p>	<p>CM has responsibility and oversight for the development and management of these accounts.</p> <p>These accounts must be approved and registered with</p>

		<p>To convert applicants or keep them 'warm' up to when they start in September.</p>	<p>the Social Media Officer in Corporate Communications.</p> <p>They must use official ARU branding, logo, and ARU tone of voice.</p>
<p>Secondary - Official</p>	<ul style="list-style-type: none"> <li>• Faculties</li> <li>• Services</li> <li>• Departments</li> <li>• Schools</li> </ul>	<p>These accounts connect with:</p> <ul style="list-style-type: none"> <li>• current students</li> <li>• staff</li> </ul> <p>These accounts present the voice of the organisational units of the University, including Faculties, Services Departments and Schools.</p> <p>They often have more of an internal focus and will share key corporate messages as and when appropriate.</p>	<p>Managers are designated by the Faculty/Service/Department/School.</p> <p>These accounts must be approved and registered with the Social Media Officer in Corporate Communications.</p> <p>The Social Media Officer will also be granted access to these accounts for access in an emergency</p> <p>They must use official ARU branding, logo, and ARU tone of voice.</p>
<p>Informal</p>	<p>Groups e.g.</p> <ul style="list-style-type: none"> <li>• Research Groups</li> <li>• Class Based Groups</li> <li>• Module Groups</li> <li>• Course Groups</li> </ul>	<p>Presents the voice of groups, including formally constituted organisational units such as:</p> <ul style="list-style-type: none"> <li>• Research Institutes, along with research groups,</li> <li>• projects,</li> <li>• communities of practice, and</li> </ul>	<p>Managed by</p> <ul style="list-style-type: none"> <li>• Course Leaders,</li> <li>• Student Ambassadors, Tutors or other</li> <li>• ARU staff members</li> </ul> <p>These accounts must also be registered with the Social Media Officer in Corporate Communications.</p>

		<ul style="list-style-type: none"> <li>• course groups, and other equivalents.</li> </ul> <p>Curricular, where the account is operated as part of the formal delivery of an ARU validated module or course, and where access to the account is restricted to particular cohorts of registered students and staff responsible for delivery of the module.</p>	
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All approved ARU social media accounts, whether primary or secondary will:

- indicate clearly that they are maintained by ARU,
- have contact information of the university prominently displayed,
- use the ARU official logo,
- feature our name in full where possible
- use the ARU tone of voice.

Any social media account which is to represent ARU and be managed by an ARU staff member, student employed by or considered to be officially representing ARU, must seek approval prior to being opened through the Social Media Officer in Corporate Communications.

A social media account form must be completed which can be [found here](#) and **approved before** a social media account can be opened. Requests for use of brand elements should go to the Social Media Officer via the [socialmedia@anglia.ac.uk](mailto:socialmedia@anglia.ac.uk) email address.

Any individuals or organisations designated to represent ARU via social media must disclose their affiliation and role with us on their social media account and the Social Media Officer and Communications Manager should be notified of such affiliations in order to develop relationships with external interested parties to work together in a collaborative approach.

- 3.2 We understand that staff and students may use social media in their private lives and for personal communications. Therefore we have separated the Personal

and Professional Social Media Use below and have outlined the responsibilities of account managers.

#### 4. Responsibilities

All staff and students who are connected with ARU, employed by ARU, or who officially represent ARU are personally responsible for what they post on social media.

Account managers of official ARU accounts are responsible for maintaining and adhering to brand guidelines, and maintain a sufficient level of content, engagement and overall monitoring.

The Corporate Communications Manager is responsible for the ARU Primary accounts, maintaining the social media activity, account approvals and developing social media strategies, policies, and supporting the use of social media for marketing purposes.

The Head of Corporate Communications and Events is responsible for making sure that social media activity is regularly monitored for suitable and topical content and reporting engagement.

The Director of Marketing is responsible for the crisis management of social media events that impact upon our reputation.

If a situation arises on social media that breaches our policy, it will be reported immediately to the Social Media Officer, Communications Manager and Head of Corporate Communications and Events for action.

In the case of concerns linked with social media suggesting that students or staff are at risk of being drawn into extremism and radicalisation the Director of Marketing will notify the Director of Student Services for students and the Director of HR for staff for initial consideration. The Secretary and Clerk will be consulted and will advise if any actions are required under the University's Prevent duty including reporting to the relevant authorities.

#### 5. Professional Social Media and Use

- 5.1 Professional social media platforms should include a short introductory statement that clearly explains the purpose, scope, author and appropriate contact details.
- 5.2 ARU social media must remain as inclusive and impartial as it can, and not be used to promote personal, political or religious views, or personal business activities.
- 5.3 When using social media for professional purposes, please consider whether compliance with social media guidance issued by relevant regulatory bodies, for example, the General Medical Council, is required.



- 5.4 Any social media accounts that are created for professional use must either use 'ARU' in the name to distinguish between personal and professional accounts or disclose in the introductory text.

For example, on Facebook a professional work related profile is to be set up as ARU Juanita, ARU Aamir, ARU Simon to ensure people are aware that this account is affiliated with ARU directly and we are transparent in all groups and situations.

- 5.5 Staff and students are free to use social media for professional purposes to express themselves, but whilst representing ARU all individuals using social media must make sure their communications do not:
- Breach ARU's confidentiality policy by:
    - sharing information that is owned by ARU
    - sharing information about an individual connected to ARU
    - discussing ARU's internal process and procedures
  - Bring the University into disrepute by:
    - making maliciously false, abusive, threatening, discriminatory, or defamatory comments to students, colleagues, competitors or other organisations
    - sharing or linking to inappropriate content
  - Publish content or materials that damage the reputation of ARU, another group or organisation or cause harm to an individual which may result in disciplinary action and/or legal proceedings being issued against the individual, by:
    - making offensive or derogatory comments about race, age, sexual orientation, culture, gender, religion or disability
    - using social media to harass or bully individuals
  - Breach the [Dignity at Work and Study Code of Conduct](#)
  - Breach the policy of the individual social media channel
  - Breach copyright by:
    - sharing content without the owner's permission
    - not acknowledging the original owner of the content
  - Must not create, download, store or transmit any unlawful material or material that is extremist, indecent, defamatory, threatening, discriminatory, bullying or harassment
    - Please note special arrangements are in place through the ethical review process to manage security-sensitive research, including research relating to terrorism. More information is available from [Research Ethics](#).
- 5.6 Staff and students employed by or representing ARU are permitted to engage with social media in their areas of expertise, but on politically or socially sensitive issues they are encouraged to seek the advice of the Head of Corporate Communications and Events and the Communications Manager. Academic staff may make other public comments on social media as long as the staff member

makes it clear that he or she does not represent ARU when making these comments.

## 6. Personal Social Media and Use

- 6.1 ARU recognises that staff and students employed by or representing ARU make use of social media in a personal capacity. While they are not acting on behalf of ARU, it is important that they are aware that they can cause damage to ARU if they are recognised as being one of our representatives.
- 6.2 We recognise that it is natural for staff and students employed by or representing ARU want to discuss their work on social media. If they do discuss their work on social media (for example, giving opinions on their specialism or the sector in which the University operates), they should include on their profile a statement along the following lines 'the views contained here are my personal views and do not represent my employer'.
- 6.3 Any communications that staff and students employed by or representing ARU make in a personal capacity through social media whilst working for ARU must not:
- Breach ARU's confidentiality policy by:
    - sharing information that is owned by ARU
    - sharing information about an individual connected to ARU
    - discussing ARU's internal process and procedures
  - Bring the University into disrepute by:
    - making maliciously false, abusive, threatening, discriminatory, or defamatory comments to students, colleagues, competitors or other organisations
    - sharing or linking to inappropriate content
  - Publish content or materials that damage the reputation of ARU, another group or organisation or cause harm to an individual which may result in disciplinary action and/or legal proceedings being issued against the individual, by:
    - making offensive or derogatory comments about race, age, sexual orientation, culture, gender, religion or disability
    - using social media to harass or bully individuals
  - Breach the [Dignity at Work and Study Code of Conduct](#)
  - Breach the policy of the individual social media channel
  - Breach copyright by:
    - sharing content without the owner's permission
    - not acknowledging the original owner of the content
  - Must not create, download, store or transmit any unlawful material or material that is extremist, indecent, defamatory, threatening, discriminatory, bullying or harassment

- Please note special arrangements are in place through the ethical review process to manage security-sensitive research, including research relating to terrorism. More information is available from [Research Ethics](#).

## 7. Intellectual Property

- 7.1 When sharing ARU related and approved materials, shared links, or content from third parties, social media best practice is to make sure that these should be credited or tagged appropriately to the author of the original work.
- 7.2 Terms and conditions of any social media platform must be checked before uploading material as, by doing so, ownership rights and control of the content may be released.
- 7.3 Use of social media must not infringe copyright, trademarks or publish the creative work of another person or organisation without acknowledgement or express permission.

## 8. Information

- 8.1 Staff and students must adhere to our General Data Protection Regulation (GDPR) and Data Protection and Information Security policies, which are available, along with guidance, at <http://arulink/DPAandIS> . In particular staff and students must not post personal, confidential or sensitive information on social media.
- 8.2 Privacy and the settings that control access to information in many social media platforms are liable to change without notice. Never assume that personal information is fully protected or secured.
- 8.3 The Freedom of Information Act 2000 may apply to posts and content that has been uploaded to official Anglia Ruskin websites, or any other website belonging to a public authority. As such, if we, or another public authority, receive a request for such information, the content posted may be disclosable.

## 9. Breach of this policy

- 9.1 We will manage any breach of this policy and procedure through the student or staff disciplinary procedure, as appropriate. Individuals or organisations designated to represent ARU via social media in breach of this policy will be managed as appropriate may result in disciplinary procedures and involvement from HR as outlined in [Staff Disciplinary Policy and Procedure](#) and the [Student Charter](#).
- 9.2 We will refer unacceptable use of social media to the police or other relevant agencies if we believe that unlawful activity has taken place or where we have a statutory duty to do so.

- 9.3 If staff and students are aware of any activity that contravenes this policy, or wish to report a concern about social media usage, it should be reported to the Social Media Officer, Communications Manager and Head of Corporate Communications and Events in the first instance.

## 10. Monitoring and Review

- 10.1 This policy and procedure is subject to review in the light of relevant developments and in any case no later than 12 months from implementation, due to the fast moving and ever changing nature of social media.

We reserve the right to amend from time to time the policy and procedure at our discretion.

<b>Approved by</b>	CMT
<b>Approval Date</b>	06/06/2017
<b>Version</b>	4
<b>Review Date</b>	11/10/2019
<b>Policy Owner</b>	Corporate Marketing