

## Social Media Policy

<b>Review Committee:</b>	Communications Committee
<b>Last Approved by the Governing Body:</b>	9 May 2018 [GB Minute 7360]
<b>Review Policy:</b>	Every 3 years
<b>Date of Next Review:</b>	Easter 2021
<b>Responsible Officers and Location of Policy:</b>	Master, Bursar and Senior Tutor; Website
<b>Accessible to:</b>	Public

### Introduction

As an institution committed to the principle of freedom of speech and expression within the Law, Fitzwilliam College recognises and values the contribution of the responsible use of social media in both work and personal lives today. The College expects all members of the College community to use social media in the context of facilitating a culture of mutual respect and dignity within the College and ensuring that relationships within the College are based upon respect for each person's professional skills and for their unique contribution to the life and work of the College.

The purpose of this policy is to minimise the risks to the College and its members through use of social media.

The College will not tolerate the misuse of social media, whether intentional or otherwise, in ways which constitute bullying or harassment, or which may damage the College's business or reputation, and will take all appropriate action to prevent and deal with such issues. Any concerns raised will be treated in confidence and dealt with through the relevant complaints and disciplinary procedures.

### **1. Scope**

- a. This policy is intended to apply to all non-student members of the College community, including Fellows, staff, casual and temporary workers.
- b. This policy deals with the use of all forms of social media, including (but not limited to) Facebook, LinkedIn, Twitter, Snapchat, Google+, Wikipedia, Instagram, Tumblr and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect the College's business in any way.
- c. For the purpose of this policy, the responsible College Officers are the Master, the Bursar, and the Senior Tutor.

### **2. Guidelines for responsible personal use of social media**

- a. All members should:
  - (i) make it clear in social media postings, or in their personal profile, that they are speaking on their own behalf and are not speaking for the College;
  - (ii) write in the first person and use a personal email address (i.e. not a College/role-based address);
  - (iii) be respectful to others when making any statement on social media and be aware that they are personally responsible for all communications which will be published on the internet for anyone to see.
- b. If a member discloses their affiliation with the College on their profile or in any social media postings, they must state that their views do not represent those of the College. They should also ensure that their profile and any content they post are consistent with the professional image they present to clients and colleagues.

- c. If a member is uncertain or concerned about the appropriateness of any statement or posting, they should refrain from posting it until they have sought advice from the appropriate authority.
- d. If a member sees social media content that disparages or reflects poorly on the College, they should contact the appropriate College Officer.

### **3. College monitoring of personal social media**

- a. The College does not routinely screen personal social media profiles, but reserves the right to consider them if aspects of these are brought to its attention and give rise to concerns about a member's conduct, or potentially present a reputational risk to the image of the College.
- b. The College does not use social media to screen job applicants or students as part of the recruitment selection process unless included in the CV or application.
- c. Members should be mindful when setting their privacy settings on personal social media accounts that any personal material that, even indirectly, becomes associated with the College (e.g. through sharing with work colleagues, likes etc.) and gives rise to concern, may be considered a conduct issue and dealt with under the appropriate disciplinary process.

### **4. Guidelines for responsible use of social media on behalf of the College**

- a. The College recognises the value of social media in the professional academic arena and encourages appropriate social media references and links to the College in relation to research, academic works published and other such professional endeavours.
- b. This section of the policy is intended as guidance for members who may use social media accounts directly on behalf of the College.
- c. The use of social media by any member for College purposes must be authorised by the appropriate College Officer.
- d. Any new social media account created for the College must have a role email address attached (@fitz.cam.ac.uk) as well as [communications@fitz.cam.ac.uk](mailto:communications@fitz.cam.ac.uk) as a back up address. Personal @cam email or non-Cam addresses must not be used to set up College social media accounts.
- e. A member who is authorised to use social media for College purposes should in no circumstances without prior authorisation:
  - (i) request another person to post on their behalf;
  - (ii) share passwords or other means of accessing social media platforms.
- f. "Liking" and sharing relevant posts from other users' social media accounts is permitted, and is considered good practice. It shows that the account is giving back to the community and not just broadcasting its own messages. However, care needs to be taken to ensure such activity is appropriate.
- g. If a member is uncertain or concerned about the appropriateness of any statement or posting, liking or sharing, they should refrain from posting it until they have discussed it with the appropriate College Officer.
- h. If a member sees social media content that disparages or reflects poorly on the College, they should contact the appropriate College Officer.
- i. On termination of a member's employment or engagement with the College, he or she will be required to hand over to the College any relevant passwords or other means of accessing social media platforms to which he or she has had access for College purposes.

## **5. Prohibited use**

- a. Members must not, whether in a personal or College capacity:
  - (i) use social media to defame or disparage the College, its members or staff or any third party; to harass, bully or unlawfully discriminate against members, staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties;
  - (ii) express opinions on the College's behalf, without the express appropriate authority;
  - (iii) post comments about sensitive College-related topics, or do anything to jeopardise the College's confidential information;
  - (iv) include the College's logos or other trademarks in any social media posting or in his or her profile on any social media, unless in accordance with the College style guidelines; or
  - (v) post any images, photographs, videos, text, etc. via social media accounts without appropriate permission from the rights holders (e.g. copyrighted photos used on Instagram or Twitter) and without appropriate consent for sharing of personal data, where applicable.
- b. Any misuse of social media should be reported to the relevant College Officer and will be dealt with through the appropriate complaints/disciplinary procedure.

## **6. Breach of this policy**

- a. Breach of this policy may result in disciplinary action, any member of the College suspected of committing a breach of this policy will be required to co-operate with the College's investigation.
- b. Members may be required to remove any social media content that the College considers to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.