Name of Guidelines: Social Media

RESPONSIBLE COMMITTEE: Academic Services

RESPONSIBLE OFFICER: IT Fellow

LINKED DOCUMENTS: College: Social Media Policy

LINKED DOCUMENTS: Other: University of Oxford Social Media Guidelines

Annual Review date: First meeting of Hilary Term

POLICY HISTORY

<table>
<thead>
<tr>
<th>Date of GB approval</th>
<th>Brief summary of changes</th>
<th>Confirmation that linked documents have updated if necessary</th>
<th>College policy register updated</th>
</tr>
</thead>
<tbody>
<tr>
<td>21st June 2016</td>
<td>Generation of guidelines</td>
<td>na</td>
<td>Yes (Sandra Campbell)</td>
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<tr>
<td>8th March 2017</td>
<td>Policy reviewed by Committee</td>
<td>na</td>
<td>Yes (Sandra Campbell)</td>
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GUIDELINES

1. The College recognises the advantages and the importance of using social media within both professional and personal spheres. However, with constant developments and changes in the way online interactions occur, it is important to be aware of the potential issues and risks that can arise from its misuse.

These guidelines outline the standards the College expects its students and staff (including visitors) to observe when using social media or engaging in any form of online interaction, whilst directly or indirectly associated with the College.

2. These guidelines apply to all students and staff of the College (including visitors) and are intended to protect the College’s reputation and to avoid legal issues arising.

3. Students and staff should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area. These guidelines should be followed in relation to any social media that they use.

4. The College requires students and staff to follow the University of Oxford guidelines when using social media platforms, available at http://www.admin.ox.ac.uk/personnel/during/socialmedia/sm_guidelines/

NOTE

Social media is a broad term that is used to describe a variety of online tools, such as websites, web-based platforms and applications that are designed for online interaction. Most often it is defined as online social interaction between individuals, in which they can create, exchange, as well as share content and ideas, or participate in social networking via the use of virtual communities and networks. Any website, online application or platform that enables its users to interact with it and its visitors falls into the definition of social media.

Some examples of social media channels include Academia.edu, Facebook, LinkedIn, Twitter, YouTube, and online blogs.