



Name of Policy: Social Media

RESPONSIBLE COMMITTEE: Academic Services

RESPONSIBLE OFFICER: IT Fellow

LINKED DOCUMENTS: College: Social Media Guidelines; Physical Security Policy; College Regulations Relating to the use of Information Technology Facilities; Freedom of Speech Policy; Harassment Policy; Data Protection Policy.

LINKED DOCUMENTS: Other: n/a

Annual Review date: First meeting of Hilary Term

POLICY HISTORY

<i>Date of GB approval</i>	<i>Brief summary of changes</i>	<i>Confirmation that linked documents have updated if necessary</i>	<i>College policy register updated</i>
June 2016	Generation of Policy	na	Yes (Sandra Campbell)
March 2017	Policy reviewed by Committee and subsequent approval by GB	na	Yes (Sandra Campbell)
March 2018	Policy reviewed by Committee and subsequent approval by GB	na	Yes (Sandra Campbell)

PURPOSE OF POLICY

1. The Social Media Policy is intended to mitigate the risks associated with the use of social media by students, academic and non-academic members of the College's staff.

POLICY

2. The College recognises the benefits and opportunities a social media presence can offer to students, academic, and non-academic staff. It will aim to support users of social media in engaging with the wider community whilst providing guidance on good practice to ensure such engagement is safe and responsible.
3. The College will maintain guidelines outlining the standards it expects students, academic and non-academic staff to observe when using social media or engaging in any form of on-line interaction, whilst directly or indirectly associated with the College.
4. The College is committed to freedom of expression and academic freedom and will recognise the primacy of these values when providing guidance on good practice regarding the use of social media.

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.