



## **Name of Guidelines: Social Media**

**RESPONSIBLE COMMITTEE:** Academic Services

**RESPONSIBLE OFFICER:** Principal Bursar

**LINKED DOCUMENTS: College:** Social Media Policy

**LINKED DOCUMENTS: Other:** University of Oxford Social Media Guidelines

**Annual Review date:** First meeting of Hilary Term

### **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 <https://www.ox.ac.uk/students/life/it/socialmedia?wssl=1>

### **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.

## 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 guidelines	Confirmed	Yes (Sandra Campbell)
March 2017	Policy reviewed by Committee and subsequently approved by GB	Confirmed	Yes (Sandra Campbell)
March 2018	Policy reviewed by Committee and subsequently approved by GB	Confirmed	Yes (Sandra Campbell)
Jan 2019	Policy reviewed by Committee and subsequently approved by GB	Confirmed	Yes (Sandra Campbell)
Feb 2020	Link replaced Paragraph 4 Policy reviewed by Committee and subsequently approved by GB	Confirmed	Kate Doornik
Jan 2021	Policy holder changed to the Principal Bursar. Policy reviewed by Committee and subsequently approved by GB	Confirmed	Yes (Sandra Campbell)