SOCIAL MEDIA POLICY

1.   Policy Statement

1.1.   Effective use of social media can bring significant benefits to the University. These include opportunities to promote our success stories, develop national and international reach, improve student engagement and attract high quality staff and students.

1.2.   Social media channels can spread the University's messages across the globe quickly and to a range of audiences at little or no cost and, unlike other traditional media channels, they can provide instant feedback from our audiences.

1.3.   Along with these benefits come the risks inherent in managing channels that are dynamic and unlimited in scale. These include the risk of reputational damage arising from misuse by staff, students or third parties, threats to the security of sensitive or confidential information, exposure to malware and the potential to jeopardise our compliance with legal obligations.

1.4.   The purpose of this policy is:

1.4.1.   to minimise the risks to the University associated with the use of social media;

1.4.2.   to provide staff and students with a clear articulation of the University's expectations regarding the use of social media;

1.4.3.   to make staff and students aware of the potential impact social media could have on themselves, the University and others;

1.4.4.   to ensure consistency and coherence across the University's official social media accounts;

1.4.5.   to encourage staff to collaborate and innovate through social media in an effective and beneficial way; and

1.4.6.   to provide guidance on etiquette and best practice when using social media platforms.

1.5.   This policy deals with all forms of social media, including Facebook, LinkedIn, Twitter, Wikipedia, Instagram, Tumblr, Snapchat and all other social networking sites, internet postings and blogs.

1.6.   This policy refers to three types of social media account:

1.6.1.   **University of Chichester Account** – used by representatives of the University to communicate messages from a departmental or corporate perspective;

1.6.2.   **Professional Personal Account** – used by an individual member of staff for professional purposes, who is identifiable as an employee of the University of Chichester through the content of their posts or their profile's biographical information; and

1.6.3.   **Private Personal Account** – used by an individual primarily for non-work activity.

1.7.   This policy covers all employees of the University (including those employed on permanent and temporary contracts), all students, and all those acting on behalf of the University (e.g.,

contractors). It applies to use of social media for business purposes as well as personal use that may affect the University in any way.

1.8.   The University values academic freedom (i.e., the freedom within the law to question and test received wisdom and to put forward new ideas and controversial or unpopular opinions, without risk to employment or privileges) and this must be taken into account when applying this policy.

1.9.   For the avoidance of doubt, this policy does not cover the University of Chichester Students' Union activity on social media (except to the extent that they fall within the categories outlined above), though the University does ask the Students' Union to abide by equivalent standards.

2.   Professional Use of Social Media

2.1.   If you use social media in a professional capacity, either through a University of Chichester Account or through a Professional Personal Account, you must make sure that your communications do not:

2.1.1.   **bring the University into disrepute**, for example, by making defamatory or disparaging comments about individuals, other organisations or groups, or the University, or by posting inappropriate content or using inappropriate language;

2.1.2.   **breach confidentiality or data protection requirements**, for example, revealing confidential information owned by the University, or the personal data of any individual who has not given appropriate consent for their data to be published;

2.1.3.   **breach copyright or other intellectual property rights**, for example, using someone else's content without their permission or by breaking the terms of any permission granted;

2.1.4.   **do anything that may be considered discriminatory against, or bullying and harassment of, any individual**, for example, making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, religion, belief or age; using social media to bully another individual; or posting images that are discriminatory or offensive or linking to such content; or

2.1.5.   **breach the terms of service of the social network**.

3.   Private Use of Social Media

3.1.   The University recognises that staff and students will make use of social media in a private capacity, through Private Personal Accounts. The University does not, as a matter of policy, interfere with the private lives of its staff and students, however, as with any private behaviour, if you use social media in a manner that negatively affects the University, for example as set out in section 2.1 above, you may be subject to disciplinary action.

3.2.   If you disclose an affiliation with the University on your profile or in any social media postings, you must state that your views do not necessarily represent those of the University. However, be mindful that you will still be perceived as a representative of the University, and such a disclaimer would not prevent appropriate disciplinary action.

3.3.   The University does not actively monitor personal social media accounts but it is likely they will appear on the Digital team's media monitoring software if they contain posts that are relevant to the University or the local area.

3.4.   Personal social media accounts do not need to follow University branding guidelines. To avoid confusion, the University prohibits the use of its logos and branding on social media when used for non-business reasons.

3.5. If you make use of social media, you are encouraged to familiarise yourself with privacy settings for each social media platform and share only at a level that you consider to be appropriate.

4. Creation and management of University of Chichester Accounts

4.1. New University of Chichester Accounts must be requested from, and approved by, the Digital team.

4.2. There should be a clear reason for having a University of Chichester Account. The Digital team will ask you to consider the following before giving approval to set up an account:

4.2.1. How will having a social media account help you achieve your goals?

4.2.2. How will you be able to measure the success of having a social media presence?

4.2.3. Who will manage the account? Can they devote enough time to it to make it effective?

4.2.4. What sort of content will you be posting and how frequently will you be posting?

4.2.5. Who is your main audience? Which social media platforms will be best at accessing this group?

4.3. All University of Chichester Accounts must be registered to a generic, 'resource account' University email address (for example, sports@chi.ac.uk).

4.4. Usernames should include 'chi' or 'chiuni', and 'University of Chichester' must feature in the account name, title, or description. Any profile description or biographical section should contain links to the University website.

4.5. Profile pictures should include the University logo. If the social media account has a cover image or banner, these should be high quality, cropped to the correct specifications and must have explicit, informed consent from any person featured in the image. An approved set of logo profile pictures and appropriate cover images in different sizes is available from the Digital team. Other visuals, such as backgrounds and templates, can be provided on request.

4.6. Passwords for accounts must be of adequate strength (preferably containing a mixture of letters, numbers and punctuation) and be kept secure. The current username and password to all University of Chichester Accounts must be logged with the Digital team, to enable University oversight of the account. Passwords must not be shared other than with those authorised to use the account and the Digital team. Passwords must be changed if any person who has access to the account is no longer associated with the University.

4.7. If you manage a University of Chichester Account, you must ensure that:

4.7.1. all content produced for the account is in line with this policy;

4.7.2. the account is used regularly and appropriately;

4.7.3. messages and enquires made to the account are checked and responded to in a timely fashion;

4.7.4. enquiries from media sources are forwarded to the University's Press Officer for response;

4.7.5. any incidents of misuse or abuse are appropriately reported; and

4.7.6. the comments and discussion on the account made by third parties are moderated to ensure compliance with section 2.1 above (but bearing in mind the University's commitment to academic freedom and freedom of speech).

There is further guidance on management of University social media accounts in Annex A.

4.8.   Statements made on a University of Chichester Account will be construed as official statements of the University. If you manage a University of Chichester Account, you must only make statements or commitments that are within your authority to make. You must take care when endorsing third party statements or campaigns, particularly funding campaigns, as the University is required by law and by its status as a charity to use its resources, including its reputation and reach, solely for its charitable aims. Reposting content, even without comment, is likely to be seen as official endorsement. If you require guidance on what is permissible within our charitable aims, please contact the University Secretary.

4.9.   In the event of a serious incident at the University or in relation to the University, all social media communications must cease pending direction from the University's Serious Incident Management Team.

5.   Breach of this policy

5.1.   A breach of this policy may result in disciplinary action.

5.2.   Staff may be required to remove internet postings, which are deemed to constitute a breach of this policy. Failure to comply with such a request may result in disciplinary action.

5.3.   If you become aware of a breach of this policy, please contact the Digital Team website@chi.ac.uk.

6.   Responsibility

6.1.   Specific responsibilities for social media across the University are as follows:

6.1.1.   Reputational risk created by social media – Deputy Vice-Chancellor.

6.1.2.   Response to customer enquiries – Head of Support and Customer Experience.

6.1.3.   Marketing opportunities – Director of Student Recruitment and Admissions.

6.1.4.   Press enquiries – Press Officer.

6.1.5.   Social media development – Digital Team.

6.1.6.   Internet usage monitoring infrastructure – Head of ICT Strategy and Architecture.

6.1.7.   Disciplinary proceedings relating to social media – Chief Human Resources Officer.

7.   Relevant policies

7.1.   Social media should never be used in a way that breaches any of our other policies. All of our policies can be found online at www.chi.ac.uk/about-us/policies-and-statements. Relevant policies include:

7.1.1.   the Electronic Information Security Policy;

7.1.2.   the University Privacy Standard and Privacy Notices;

7.1.3.   the Academic Freedom and Freedom of Speech Statement;

7.1.4.   the Freedom of Speech Code of Conduct;

7.1.5.   the Safeguarding and Prevent Duty Policy; and

7.1.6.   the Equality and Diversity Policy.

Annex A: Best practice for managing University social media accounts

A.1. Be respectful: Anything you post on your site/group/channel reflects directly on you, your area of work, and the University as a whole. Be professional and respectful at all times and do not engage in arguments or extensive debates. While it can be appropriate to put right any incorrect assertions, or provide extra detail to counteract any criticism, try to do so in a way that will be construed as friendly, rather than combative or over-sensitive.

A.2. Be friendly: Developing a tone of voice that is friendly and relatively informal is essential – you are engaging in a social forum, so behaving in a social manner is going to be far more effective than talking in a dry, verbose or overly formal way, though using slang, 'text speak', or sentence fragments is generally not appropriate. You should also adopt a consistent voice across sites, if you are using more than one channel to represent your area.

A.3. Timeliness is everything: Social media allows us to share information almost instantly, which means audiences often expect information to appear straight away. While that's not always feasible, be prepared to provide relevant information promptly in response to new developments, announcements or emergencies. A short amount of accurate information delivered at the time can be more valuable than a lengthy report the following day.

A.4. Be accurate: As a Higher Education institution spelling, punctuation and grammar are critical, so take time to write and check your posts for clarity of message and errors before publishing them. Drafting your message in a Word document and using the spell check facility is often a good idea.

A.5. Your content will live forever: Think before you post and remember that anything you share on social media is not private. It can and will be shared, stored and spread globally. Don't post anything online that could reflect negatively on the University or that you wouldn't feel comfortable seeing on the front page of a newspaper or the BBC website for example. Ensure you have the informed consent of any individuals who appear in photographs you wish to publish (for more on consent see section 2.1.2 of this policy.

A.6. Think about frequency: If you post too often you risk annoying your followers. As a broad rule of thumb, you should make fewer posts on Facebook (approx. three per week) than on Twitter (which can handle tens of posts a day if the content is interesting). Also, ensure that all content you post or share is likely to be relevant to a large section of your audience.

A.7. Share, share, share: Follow other relevant University social media accounts and repost/share/retweet any messages that are relevant to your own audiences. This is a great way of joining up our social media channels and strengthening the sense of community.

A.8. Focus on engagement, not numbers: Rather than aiming to get as many followers as possible it is better to prioritise increased engagement with the followers you do have. Fifty students who regularly interact with your channel are more valuable than 500 who click the like/follow button and never come back.

Annex B: Current primary University social media accounts (Updated March 2019)

Facebook: www.facebook.com/UniversityofChichester

Twitter: www.twitter.com/chiuni

Instagram: https://www.instagram.com/universityofchichester/

YouTube: https://www.youtube.com/channel/UCFeAbQMJv4VSxjymIt5UHCg

Vimeo: https://vimeo.com/chiuni

LinkedIn: www.linkedin.com/company/university-of-chichester

Snapchat: https://www.snapchat.com/add/chiuni