



Social Media Policy

1. Opening Statement:

- 1.1 *Union Activities is committed to ensuring all affiliated Student Groups utilise social media sites in a responsible manner, taking advantage of the opportunities for discussion, information-sharing and enhanced learning without risking personal security, and protecting current or future career prospects as well as the reputation of the University of Leicester*
- 1.2 *If a Student Group breaks this policy, a full investigation will be carried out in line with the Student Group disciplinary procedure outlined in the Student Group Constitution*

2. Policy Scope

- 2.1 This code of conduct applies to all affiliated Student Groups (including Team Leicester) that fall under the jurisdiction of the University of Leicester Students' Union Activities Department
- 2.2 This policy does not form any part of the ULSU constitution and may be amended at any time. Prior notice will be given where possible but is not necessary.
- 2.3 This policy is in addition to the ULSU Student Group Constitution and any other policies and documents held by the University of Leicester Students' Union which make reference to Social Media usage

3. Aims of the Policy

- 3.1 To promote an awareness of how Student Group's should utilise social media responsibly and safely

4. Definitions and Clarifications

- 4.1 **Social media** refers to online channels of communication that allow users to interact in the public domain by sharing information, opinions, knowledge and interest. It includes, but is not limited to, social networking services such as Facebook, Twitter, LinkedIn, TikTok, Instagram, YouTube, Snapchat, wikis and blogs
- 4.2 **Bullying** is defined, as unfair treatment, excessive criticism, or persistent nit-picking, intimidating, aggressive or undermining behaviour, which makes the recipient(s), feel upset, humiliated, threatened or vulnerable and undermines their self-confidence and integrity.
- 4.3 **Cyberbullying** is the use of the internet and related technologies to harm or harass other people, in a deliberate, repeated, and hostile manner.
- 4.4 **Harassment** is unwanted conduct based on the grounds of religious belief, political opinion, sex (including gender reassignment, marital or civil partnership status), race/ethnicity, disability, sexual orientation or age which has the purpose or effect of violating that person's dignity or creating an intimidating, hostile, degrading, humiliating or offensive environment for that person. Differences of attitude, background or culture and the misinterpretation of social signals can mean that what is perceived as harassment by one person may not seem so to another; nevertheless, this does not make it acceptable. It is the purpose or effect of the behaviour rather than the motive that must be considered.

5. General Guidance

- 5.1 Committee members are personally responsible for the content they post or share via social media, in group chats or that is shared via the group's social media platforms. It is essential that Student Group's respect the privacy and the feelings of others at all times, and understand that the content posted via social media is a permanent record which is shared instantaneously with a potential global audience
- 5.2 Students must also be aware that many prospective students are minors (younger than 18 years of age) and that interactions with these persons should always be approached with caution, ensuring that the content of conversations/responses is suitable for under 18s
- 5.3 Students must not use the University of Leicester's logo on social media sites, other websites or any other materials. The University of Leicester Students' Union logo can be used, once approved by Union Activities
- 5.4 Student Group's online pages, profiles, or groups or any online presence profile may reference their affiliation to the Students' Union, but it must be made clear that comments / posts / shares are the views of the committee / group / individual only
- 5.5 Any communication by or on behalf of an affiliated Student Group must not:



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- 5.5.1 Do anything that could be considered discriminatory against, or bullying or harassing of, any individual e.g. making offensive or derogatory comments relating to sex, gender, race (including nationality), disability, sexual orientation, religion or belief or age
- 5.5.2 Contain images or other content that is sexually explicit or illegal
- 5.5.3 Bring discredit to the Students' Union in any way e.g. by insulting fellow students or other individuals; making/sharing defamatory or offensive comments about individuals or groups; liking/posting/sharing/linking to images or other content that is inappropriate, sexually explicit or illegal
- 5.5.4 Breach copyright: e.g. by using someone else's images or content without permission, or by failing to give acknowledgement where permission has been given to reproduce
- 5.5.5 Breach confidentiality: for example, by revealing confidential information owned by the SU; posting confidential information about an individual, business or other organisation; posting contact details, pictures or personal details of other students or members of staff or members of the public without their prior permission.
- 5.6 General guidance to be applied to each social media interaction includes:
 - 5.6.1 **Think twice before posting:** The internet is permanent and word spreads fast. If you wouldn't publish it on the website or say it to the media then don't post it
 - 5.6.2 **Make it accurate:** Get the facts straight and review content before posting – check for grammatical and spelling errors
 - 5.6.3 **Be transparent:** State that you are a committee member if posting in an official capacity or in relation to your work for the SG. Your honesty will be noted in a social media environment.
 - 5.6.4 **Protect the Student Union's voice:** Posts on social media sites should be considerate and respectful in tone. If you are posting on behalf of the SU, or a union affiliated group, what you say will reflect on the SU's reputation
 - 5.6.5 If posting on an official union affiliated group's social media presence you are representing the SU and as a representative have a responsibility that your communications are appropriate, accurate, respectful of others and the work that the SU does
 - 5.6.6 **Made a mistake?** If so admit it, correct it, modify it, and be honest about it and your correction

6. Breaches

- 5.1 The University of Leicester Students' Union has the right to request the removal of content from an official social media account and/or any online platform of an affiliated group if it is deemed that the account or its content breaches this policy
- 5.2 Depending on the content posted/shared/liked or favoured, students may also be subject to the university's bullying and harassment (dignity at work) policy and procedures available: <http://www2.le.ac.uk/offices/hr/policies/diff-sits/dignity-at-work>
- 5.3 Where a student is alleged to have breached this policy and the student disciplinary procedure has been engaged, the SU may offer support and representation to any student facing disciplinary action.