



POLICY DOCUMENT

| | |
|-----------------------------|---|
| POLICY: | Use of Social Media/Networking |
| WHO IS AFFECTED: | COLLEGE USERS – i.e. all STAFF/DEPARTMENTS as relevant, RCSA/MCR (incl. CLUBS & SOCIETIES), Other COLLEGE MEMBERS as relevant. |
| ISSUED BY: | Domestic Bursar |
| DATE: | March 2019 Reviewed March 2020, Mar 2021, July 2022 |
| APPROVED BY COUNCIL: | 24 October 2022 |
| NEXT REVIEW: | October 2024 |

OVERVIEW:

Social media/networking may be used to help promote awareness of the College and its events/products, as a method of reaching target audiences.

OBJECTIVES

- To ensure that the content of social media/networking sites under the name of Robinson College or any of its department/outlets or linked Student societies/clubs (Robinson Accounts) is informative and relevant to their audiences.
- To ensure that the distribution of such content is timely and does not cause offence or inconvenience to users.
- To ensure that any offensive or abusive postings by College users are dealt with quickly and effectively.
- To protect the good reputation of the College, its Members and staff.

PURPOSE & CONTEXT:

- This policy informs College users of their responsibilities, and provides clarity on how to conduct themselves when using social media for Robinson account's purposes. It is also designed to protect the College's reputation and ensure continuity in the use of College/linked social media accounts.
- The College encourages the use of social media as a communications and community-building tool, and members to express themselves and communicate online in many ways. However, College users need to use good judgment about what material appears online, and in what context.
- For staff members, this policy should be read in conjunction with the College's Use of IT Facilities: See Staff Handbook available on College website at: <https://www.robinson.cam.ac.uk/college-life/documents-and-policy>. Staff members are reminded that comments made about colleagues either in an official or personal capacity, on any account/platform which could be regarded as abusive, humiliating, discriminatory or derogatory, or could constitute harassment or bullying, will be treated as a serious disciplinary offence.

- The College will remove, or require College users to remove, any material which breaches this policy. Members in breach of this policy, may be subject to action under the College's disciplinary process.

SCOPE AND DEFINITIONS:

- **Robinson accounts** Any account that is operated or managed by the College, any of its departments or the official student associations (as formed under Statute XLI), their clubs or societies.
- **College Users** Any member (Fellow, student, staff) who is involved in social media/networking activity on behalf of a Robinson Account.
- **Social media/networking activity** the general areas/tools in which official communications may be posted. The full range of on-line postings that official use may occur on College or linked accounts.
- **Official communication** refers to communication carried out on behalf of a Robinson account.
- **Official use** is when a member is commenting as a College/linked representative or is using a Robinson account.
- **Personal use** is when a member is using a profile that is not identified as a Robinson account and is using a disclaimer to this effect.
- **Social media** tools are defined in this policy as all online media which allow user participation and interaction. Some common examples are:
 - social networking sites, e.g. Facebook, MySpace, Bebo, Friendster
 - video and photo sharing web sites, e.g. Flickr, YouTube
 - micro-blogging and activity stream sites, e.g. Twitter, Jaiku, Yammer
 - blogs and blogging platforms, e.g. WordPress, Blogger, Tumblr
 - forums and discussion boards, e.g. Trove Forum, Yahoo! Groups, Google Groups
 - online encyclopaedias, e.g. Wikipedia
 - any other web sites that allow individual users or companies to use simple publishing tools, e.g. wikis.
- **Expressly excluded from the scope of this policy** Activity or accounts operated by students, staff or Fellows in a capacity that is independent of the College and is not purporting to be making commentary by or on behalf of the College or one of its linked groups, e.g. "Cut the Rent Campaign". The College acknowledges that it has no operational, management or editorial control over such accounts nor seeks to have through this policy.

GUIDANCE FOR OFFICIAL USE:

The following guidance should be followed using social media in an official capacity.

Heads of Department/Sections or Society/Club Officers:

- Will agree all social media/networking activity and the set-up of accounts, pages, sites, etc for their department/society that will be used for official communications.
- Will ensure that such activity is managed in accordance with this policy.

- Will nominate/authorise members as College users to post and agree their access to sites, accounts, pages as relevant.
- Will determine the policy being adopted in respect of official communications – i.e. what the general message and/or purpose is.

Members who are authorised to “post” as College users:

- Must have approval from their Head of Department/Society Officer to use social media/networking for official use and will then have responsibility for posting and monitoring activity.
- Will initiate/update content, add images and links, start new topics, send out messages to audiences, etc. Will promote and enable postings, comments, reactions, uploaded images, video, etc to Robinson/linked pages and sites by target audience members.
- Must declare their purpose and their position as a representative of the College/linked, using an official account.
- Should not comment in depth on College or University activities outside their own official capacity, apart from providing factual information that is on the public record.
- Must not make any statement that might bring the College into disrepute.
- Must not commit the College to any action or initiative without appropriate authority.
- Must not disclose official information unless authorised to do so, or unless it is already officially in the public domain.
- Should take care not to contravene laws covering libel, defamation, privacy, Data Protection and the protection of intellectual property.
- Must be apolitical, impartial and professional.
- Must take note of any copyright notices attached to content they wish to use or reproduce. Permission must be sought to use material which is the property of the College.
- May not post personal information.
- Must remember that posts can be viewed by anyone. Must not post information that could affect themselves or others in future
- Must not post offensive or abusive comments (even in jest). This could lead to comments being deleted or authority to post being removed.

Content:

- Whether initiated by a College user or an outside user e.g. audience member/ follower, must not:
 - directly or indirectly promote violence or action which may promote or advance the radicalisation of audience members/followers
 - show or promote criminal damage / threats to public safety
 - show personal injury or instigate personal injury
 - include unacceptable language
 - include nudity / sexual behaviour
 - include or advocate drug use (including binge drinking)
 - include terms of racial abuse
 - include terms of homophobic abuse

- include behaviour that undermines or damages community relations e.g. videos mocking local residents or creating tensions between different groups of people
- include material liable to cause gratuitous offence to religious or cultural group
- include endorsements of specific products / services (College/linked products and services excepted)
- include any other content that may, in the opinion of the College, bring the University, the College, its Fellows, students or staff into disrepute.
- put the College into a position where it could be seen to be promoting breach of copyright.
- The use of the College crest and/or logo (in isolation or as an integral part of another logo e.g. RCSA logo) is not permitted without the express permission of the Domestic Bursar or a College Officer.
- If content is (in the College's unilateral view) offensive or abusive or contravening of the above rules, it will be deleted and if appropriate the user may be "blocked".
- Correcting facts - providing a factual correction is an official use. An authorised member can identify themselves as a College user and provide an answer, or if this matter relates to their work area and they don't have the answer at hand, they can provide a holding post stating that a definitive answer will be provided later.
- Personal information (other people's personal data) – personal data must not be shared. This is a privacy issue and unless the individual has consented to giving out their contact details, this would be a breach of privacy and the College Data Protection Policy.
- Financial or commercially sensitive information - before responding, check that the information is in the public domain and confirm any finer details are cleared with the Head of Department and/or other College Officer as required.
- Opinion – responses to posts may be in a professional or personal capacity but it should be made clear that the response is being made in a personal capacity and does not necessarily reflect College Policy.

Personal use:

- The College allows the use of social media for personal use. However, staff members are reminded that there is a cost to the College in using them, and while they are permitted to access and update media it must not impact on their work. Use should generally be restricted to breaks or lunchtimes.
- Members must create separate identities if they wish to use social media in a personal capacity. This will make it easier to differentiate between their identity as a citizen and their identity as a member of Robinson College.
- Members are advised to provide a disclaimer on their personal accounts making it clear that their views do not represent those of the College: e.g., "This site (post, content) does not represent the official views of Robinson College but those of the author alone".

- Members should not link their personal accounts to their or other College users' Robinson accounts; or their Robinson accounts to other members' personal accounts.
- Members should be aware that online identities may be false, and privacy settings should be handled with care. Potentially, all content posted to social networking sites becomes:
 - Public information freely available to anyone.
 - Information that can be used as source material for journalists and other interested parties.
 - Property of the networking host.

RECORD KEEPING:

Records created as a result of using social media are subject to the same business and legislative requirements as records created by other means, and thus are subject to the College's Data Protection Policy and its Records Retention Schedule.

End.