

Social Media Policy and Guideline



LONDON
CHURCHILL
COLLEGE

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1. Introduction

- 1.1. This policy and guideline apply to students and members of staff at London Churchill College (LCC). For the purpose of this policy, social media is defined as a form of interactive online media which allows parties to communicate instantly with one another or to share data in a public forum.
- 1.2. New forms of social media appear on a regular basis. Currently examples of popular social media platforms include Facebook, Twitter, Instagram, TikTok, Snapchat, WhatsApp, YouTube, LinkedIn, Reddit, and Tumblr, as well as blogs, discussion forums, instant messaging and any websites that allows public posting or commenting. While there are many other social media platforms available to the public, these are only a few examples that will be updated periodically; however, this policy applies to all social media platform use, whether listed in this policy and guideline or not.
- 1.3. Should there be any concerns or queries i.e., assistance with setting up effective social media channels, please contact the IT support team.
- 1.4. The Quality Assurance and Student Engagement departments are responsible for the policy, however anything that is deemed as inappropriate, offensive, or breaking laws should be directed to the IT department as an initial point of contact. These will then be escalated to the appropriate team.
- 1.5. Social media has become a valuable means of communication. Students and staff can use social media and note that if they use LCC name they have a legal responsibility to represent LCC accurately and fairly and are expected to uphold the integrity of LCC.

2. Purpose and Scope

- 2.1. London Churchill College (LCC) Social Media Policy and Guideline are designed for both employees and students at the College who use or wish to use social media within their responsibilities at LCC. The College recognises and embraces the benefits and opportunities that social media brings as a tool; it can be used to promote activities, events, and the services provided by LCC, and to share news, information, and success, keeping both staff and students up to date with important developments and promoting academic freedom through healthy debate about matters that are of public interest. Additionally, it enables the College to listen, respond, and build relationships with the community.

- 2.2. There are risks involved in using social media, including an instantaneous and far-reaching form of communication. LCC encourages engagement, innovation, and collaboration through the use of social media, however staff and students must be aware of the impact social media can have on both the employees and students at the College, through inappropriate use.
- 2.3. The College is aware and acknowledges that some of its employees and students use social media as a form of professional communication, through the College's official website, social media platforms and accounts or by using the College's name and logo. All staff and students who establish a social media account or presence for work or education-related content/activities should seek advice on intended content from their line manager or a member of staff.
- 2.4. The College acknowledges that both its staff and students may use social media in their personal/private lives for communications. Personal communications on social media include, private accounts on social media platforms such as on, Facebook, LinkedIn, or personal blogs.
- 2.5. In cases where private social media account/s identify the College, it must be made clear that the views expressed on or through that account does not represent the view of the College. Such account/s should include an appropriate disclaimer such as: "Views expressed here are my own and do not reflect the views of London Churchill College".
- 2.6. This policy applies to all College members, both staff and students, and to all social media communications that represent the College.

3. Confidentiality

- 3.1. Posting confidentiality material online without permission is potentially a breach of data protection as well as college privacy rules. Confidential material can include personal confidential information about an individual or information which is confidential for profession reasons, including:
- Trade secrets
 - Confidential research data
 - Personal information about another individual (such as information about their medical history, or sexuality)
 - Details of complaints and/ or legal proceedings.

- 3.2. Students and staff are prohibited from sharing anyone's personal identification information on external social media sites without their permission. This can cause damage to LCC's reputation and relationship which could even result in lawsuits.
- 3.3. General Data Protection Regulation (GDPR) consent will be obtained from students when sharing any pictures, videos, or any form of media on the LCC public domain.
- 3.4. Students can withdraw their GDPR consent by contacting the Data Protection Officer: dpo@lcc.ac.uk or by contacting the Student Engagement Team and request their data deletion from the social media at any time.
- 3.5. For more information on data protection please see the [Data Protection Policy](#) on the College website.

4. Freedom of Speech

- 4.1. LCC endorses and supports the intentions of Freedom of Speech. It is our human right to express ourselves freely and to take part in various rigorous debate as we are legally allowed to articulate views which other may or may not disagree, however these viewpoints must not crossover into a hate speech or violence.
- 4.2. "Hate speech" includes any speech – or endorsement or promotion of speech that is derogatory towards a group of people based on a protected classification; a list of non-exhaustive of what this may include:
 - Race;
 - Ethnicity;
 - Nationality;
 - Religion;
 - Sexuality;
 - Gender or;
 - Disability.
- 4.3. Speech that dehumanises or promotes violence against a protected class of people is hate speech. The College has zero tolerance for racism, bigotry, misogyny, expressed or implied threats of harassment, physical harm, or hate speech.

- 4.4. It is important to distinguish between lawful views and unacceptable acts of abuse, intimidation, and violence on the other.
- 4.5. This policy applies to all social media postings on college site or as a representative of the College on a non-institutional site. The Head of Data and Information Technology (HoDIT) reserves the right to remove any user-generated content or comments in accordance with this policy, for the safety of the students and staff.
- 4.6. Nothing in the social media policy and guideline is intended to have the effect of limiting the freedom of speech within the law. For more information please see the [Freedom of Speech Policy and Code of Practice](#).

5. Using Social Media, a Learning and Teaching Tool

- 5.1. Social media should only be used either as a learning or a teaching tool, if and once approved by the College This applies to any College related posts.
- 5.2. Students and staff must ensure to read and agree to the terms and conditions of the social media platform/website prior accessing, posting, and browsing.
- 5.3. Students and staff must also ensure that they abide by the College's terms and conditions relating to the use of social media in this context prior to accessing any social media platforms.
- 5.4. Should a student not have access to or wish not to create an account on the social media platform for learning purposes, College staff must ensure that the same information and content are available in a different format or on an alternative site, best suited to the student/s.
- 5.5. In the event that a student damages the reputation of the College or another student/staff member, the College reserves the right to utilise this as evidence for potential disciplinary measures, as deemed appropriate.

6. Staff Using Their Own Social Media Accounts

- 6.1. When posting on a personal account, social media should not be used to verbally abuse or intimidate work colleagues or students, or other users; respect should be shown at all times.
- 6.2. Staff members should assume anything posted on any social media platforms will be public and permanent, regardless of the privacy settings applied. Whether the College has been explicitly mentioned or not, it can often be easy to make the connection between the individual and their role within the College.
- 6.3. Staff should ensure to be aware that any content shared on social media may easily become available to the public, including the College, colleagues, and students. There is a risk that inappropriate use could damage their reputation as well as the College's brand reputation.
- 6.4. Any content that brings the College into disrepute or that breaches the standards of conduct required of staff, may be addressed through the relevant department, i.e., HR.
- 6.5. Consent must be obtained in advance of posting pictures on social media which has pictures of people that relate to the College i.e., if it is a student, the College requires to get consent by completing the consent form.
- 6.6. Staff must not post or share content that causes hatred, promotes, or advocates radicalisation, terrorism, or posts that discriminates on the grounds of race, gender, disability, age, marital status, sex, political or religious belief or, which contravenes the College's [Equality and Diversity Policy](#).
- 6.7. Staff are prohibited from utilizing their personal social media accounts to interact with students. However, they are encouraged to engage with students exclusively through the College's social media platform for educational purposes.

7. Student Policy Relating to the Use of Social Media

- 7.1. Students that post on behalf of the College should refer to section 5 of the policy.
- 7.2. Students should not post or share content that discriminates on the grounds of race, gender, disability, age, marital status, sex, political or religious belief or, which contravenes the College's Equality and Diversity Policy.

7.3. In addition, should students post sensitive or confidential information, be it accidentally or intentionally, it may lead to breach of information security which could result in significant, legal, and financial penalties for the College and the student.

7.4. Should a student feel attacked or harassed by a fellow student or member of staff via social media, please ensure to report it through the [Complaints Policy and Procedure](#). Additionally, you can email your concerns to the Registry team: registry@lcc.ac.uk.

8. Abuse or Harassment

8.1. Should you receive abuse or harassment through social media accounts, you are required to:

- Screenshot the evidence prior to referring to the Complaints Policy and Procedure.
- You can either contact the Personal Tutor (students), Registry Team: Registry@lcc.ac.uk or the Student Engagement Team (Student Engagement and Welfare Officer or Manger).
- Contact the relevant department (members of staff).

8.2. It is necessary that after the incident, the team which leads on it reports back to the relevant department, to ensure we have up-to-date information of all outcomes.

9. Monitoring of Social Media accounts

9.1. LCC's social media accounts are carefully monitored by the Student Engagement, biweekly.

9.2. There are multiple social media accounts under LCC; the Student Engagement and IT team have an oversight of these accounts and will work effectively with owners to ensure monitoring is overseen.

9.3. Should a situation arise where a comment/s are deemed as inappropriate, discussions will take place between the relevant teams and a course of action will be taken.

10. College Brand and Accessibility Guidelines

- 10.1. "London Churchill College" is a registered trademark. The College name, logo or any other College images or iconography may not be displayed on any personal, departmental, or organisational sites in a manner that promotes a product, cause, political party, or candidate. The College logo should not be edited or modified.
- 10.2. The College logo should be used by members of staff for any content i.e., video, images, events, or posters, that are used for social media purposes to ensure brand recognition and avoid any copyright issues (members of staff will have to seek approval prior to the use of the LCC logo).

11. Copyright

- 11.1. Copyright is an intellectual property right which allows the owner of the rights to an original work to control its use; this means the individuals who want to reproduce the original work of others may seek permission to do so. The college recognises the value of original works hence is committed to fostering an environment that promotes creativity in which any third-party material is being used lawfully.
- 11.2. It is the responsibility of both members of staff and students to make legitimate use of any third-party material; this may involve ensuring permission has been granted to avoid interfering with any of the exclusive rights of the copyright holder.
- 11.3. If students are accused of copyright infringement, they must ensure to contact either their personal tutor or lecturer for academic-related instances. Cases may be referred to the IT department, who will offer further advice and assistance.
- 11.4. If members of staff are accused of copyright infringement in the course of their employment, they are either required to contact their line manager or HR in the first instance. This will be further investigated, and assistance will be provided in the negotiation process, providing the required support and advice. It should be noted that ignorance is no defence under copyright law, hence the College may not be able to offer further assistance, should allegations of copyright infringement refer to instances that fall outside of the scope of the College's usual course of business.
- 11.5. More information on copyright can be found on [Copyright, Designs and Patents Act 1988](#).

12. The Use of Social Media by the College

- 12.1. Social media channels used by the College:
- Facebook main page and Alumni page;
 - Twitter/LCC_Welfare;
 - Instagram/londonchurchillcollege;
 - LinkedIn/London-churchill-college-ltd;
 - YouTube LCCUK1.
- LCC employ social media as one of the channels for engaging with students, sharing updates, and promoting events in adherence with Information, Advice and Guidance (IAG) guidelines prior.
 - Page administrators and the Welfare Officer monitor audience interactions with the social media channels when possible and share this information with the Student Engagement team for analysis and response as needed.
 - All publication requests require approval by the PIMG prior to publishing.
 - Access to social media sign-in details is restricted to 2-3 members of staff and is subject to approval by the IT department.

End of Policy

Version History

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