

SOCIAL MEDIA POLICY

Updated: September 2022



Social Media Policy

Executive summary:

This policy applies to all full-time, part-time and student staff, and others representing Bucks Students' Union (BSU), who regularly use social media accounts. This policy is in place to minimise the risks to the organisation, through the use of social media, whilst recognising that employee contribution in social media is an influential way of building customer and member trust.

Policy

This policy deals with the use of all forms of social media, including: Facebook, Twitter, Instagram, LinkedIn and all other social networking sites, internet postings and blogs. It applies to the use of social media for the organisation's purposes, as well as personal use, that might affect the reputation of BSU.

Guidelines for the responsible use of social media

- You should make it clear in any posts, or in your personal profile, that you are speaking on your own behalf.
- Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications, which will be published on the internet for anyone to see. If, in the instance that someone has sent you content to post online, both you and the person that sent you the content are responsible and will be held accountable.
- To remain politically neutral and this applies to local and national elections along with any internal elections.
- You should ensure that your profile and any content you post are consistent with the professional image you present to students and other members of Union or University staff.
- If you are uncertain, or concerned about the appropriateness of any statement or posting, refrain from posting until you have discussed it with your line manager or the Digital Marketing Coordinator.
- In certain circumstances, there may be the need for a swift response to a critical comment that could potentially damage the reputation of BSU or reflect poorly on the organisation. In these instances, you should use your judgement and avoid getting into protracted discussions through social media channels. If you are in any doubt about responding to specific comments you should contact your line manager or the Communications and Marketing Manager, even if this is outside of normal office hours.
- For support in positively engaging with members, via social media, BSU has a Marketing and Communications Department who are able to offer support and guidance.
- You should ensure that all content is accessible. This includes captions, the use of hashtag capitalisation and appropriate use of emojis (this is due to screen readers not being able to distinguish context).
- Some filters can be fun but need to be appropriate and professional. If you are in doubt, always check with the Digital Marketing Coordinator beforehand and never use face-changing/morphing or 'beauty' filters.
- All of our social posts should be representative and respectful of our diverse membership. This includes the use and tone of language, colour contrast and any other aspects that might be insensitive or culturally inappropriate. If you are in any doubt, please check with your line manager or the Digital Marketing Coordinator.

Prohibited use

- You must avoid posting any social media messages that could damage the organisation interests or reputation, even indirectly.
- You must not use social media to defame or disparage BSU, the staff team or any third-party that is connected with the organisation.
- You must not harass, bully or unlawfully discriminate against students, other staff members, other organisations/third-parties, or make false or misleading statements.
- You must not express opinions, on behalf of the Students' Union, unless expressly authorised to do so by your line manager or the Communications and Marketing Manager.
- You must not post comments about sensitive organisation-related topics, such as performance, or do anything to jeopardise our trade secrets, confidential information or intellectual property.
- Any misuse of social media should be reported to your line manager, as soon as possible.
- You must not use any beautifying, face-changing/morphing, unprofessional or any other inappropriate filters.

Breach of this policy

You may be asked to remove any social media content that we consider to constitute a breach of this policy.

Failure to comply with such a request may result in disciplinary action and may constitute a breach of the Members Code of Conduct.

Failure to adhere to any of the above may result in disciplinary action.

Useful contacts

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