



**The College of Music**

<b>Title:</b>	Social Media Good Practice Guidelines (Based on Falmouth University 2016 Source)
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WaterBear is a College of Falmouth University and as such, its students are students of Falmouth University- studying at WaterBear. All WaterBear policies and procedures have been tailored to best suit the specific requirements of the College, its students and staff. In some instances, Falmouth policies and procedures may be deferred to for additional guidance, or where Falmouth policy has been deemed to cover both the requirements of the University’s operations and those of its academic partners.

This policy applies to any student, prospective student and applicant of WaterBear in receipt of a direct service from the College.

## Purpose

This Good Practice Guide is intended to minimise the risks that social media poses, so that students and staff can enjoy the benefits of social networking whilst understanding the standards of conduct expected by **WaterBear**.



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### Introduction

**WaterBear** recognises that social media has the potential to support and advance learning opportunities and collaborative working both within the **college** between current students and staff and externally with our partners, alumni, and prospective students. The **college** also recognises that students and members of staff may wish to use social media for personal use.

It is important to recognise that the use of social media can pose risks which impact on the wellbeing of students and staff and the reputation of the University.

The guidelines should be applied to all use and all forms of social media where there is a potential impact on **WaterBear**, whether for work-related or personal use, whether during working hours or otherwise, whether the social media is accessed using the **college's** IT facilities and equipment, or equipment belonging to members of staff or any other third party. Students and staff should apply the same standards of conduct online as they are expected to apply offline. In summary: **Think before you post!**

### Responsibility

Students and staff are responsible for their words and actions in an online environment and are therefore advised to consider whether any comment, photography or video they are about to post on a social networking site, is something that they would want fellow students, colleagues and other employees of the University, their manager or people outside the University to read.

Social networking platforms are in the public domain, and it is not possible to be sure what is being viewed, shared, or archived, even if material is posted on a closed profile or group. There can be no reasonable expectation that posts will remain private and will not be passed on to other people, intentionally or otherwise. Material published online may have the potential to be available publicly, indefinitely.

You should not post anything **anonymously** or under a **pseudonym** that you would not be prepared to post under your own name, as **you are still accountable for it**.

**WaterBear** acknowledges that individuals have the right to respect for their private and family life, home, and correspondence as per the Human Rights Act 1998. **WaterBear** will seek permission from individuals prior to uploading photographs and videos of them to social media.

### Disciplinary Procedures

**WaterBear** may take action under the student/staff disciplinary procedures against a student or member of staff whose use of social media includes comments, videos or photos which have been posted on social media sites about the University, fellow students, work colleagues or managers which can be considered to be:



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<b>derogatory</b>	<b>defamatory</b>
<b>discriminatory</b>	<b>offensive</b>
<b>bullying</b>	<b>intimidating</b>
<b>threatening</b>	<b>harassing</b>
<b>creating legal liability for the college</b>	<b>bringing the college into disrepute</b>
<b>extremist views that risk drawing people into terrorism</b>	
<b>In breach of any other college policy or procedure</b>	

**Response To Misuse of Social Media**

**WaterBear’s** response to any misuse of social media in a personal capacity will be reasonable and proportionate to the perceived offence; the nature of the postings/comments made and the impact or potential impact on the **college**.

Social networking sites may be referred to when investigating possible misconduct/gross misconduct.

**WaterBear** may require staff to remove social media postings which are deemed to constitute a breach of these standards and failure to comply with such a request may, in itself, result in disciplinary action.

Where students or staff access social media for work-related purposes or personal use using the college’s IT facilities and equipment, the college’s IT regulations will apply.

**Using Social Media at Work**

**WaterBear** recognises that members of staff may occasionally wish to use social media for personal use at their place of work, by means of the College’s computers, networks and other IT resources and communications systems. Such incidental and occasional use of these systems is permitted, provided that:

1. It is not excessive
2. It does not disrupt, distract or is intrusive to the conduct of University business and/or work colleagues (for example, due to volume, frequency, or cost)
3. Such communications do not bring the University into disrepute

Where appropriate, in accordance with the IT regulations and where the law permits, the college



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reserves the right to monitor use of social media platforms and take appropriate action to protect against any misuse that may be harmful to the University.