**STAFF SOCIAL MEDIA POLICY**

This policy is in place to minimise the risks to the College through use of social media.

1. **This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Wikipedia, Instagram and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect the College or its staff in any way (whether made during working hours or in your private time and whether using College or your own, property).**

2. **Personal Use of Social Media**

   Occasional personal use of social media is permitted so long as it does not involve unprofessional or inappropriate content, does not interfere with your employment responsibilities or productivity and complies with this policy and the Email, Internet and Electronic Communications Policy.

3. **Prohibited Use**

   You must not make any social media communications (either directly or indirectly) that could damage the College’s interests or reputation.

   You must not use social media to: defame or disparage the College, its staff, students or Fellows or any third party; to harass, bully or unlawfully discriminate against staff, students, Fellows or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.

   You must not express opinions on the College’s behalf via social media, unless expressly authorised to do so by your Head of Department. You may be required to undergo training in order to obtain such authorisation.

   Any misuse of social media should be reported to the Senior Bursar.

4. **Guidelines for responsible use of Social Media**

   You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal e-mail address.

   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 you disclose your affiliation with the College on your profile or in any social media postings, you must state that your views do not represent those of the College (unless you have been authorised to speak on the College’s behalf). You should also ensure that your profile and any content you post are consistent with the professional image you present to colleagues and any third party.

   If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your Head of Department.
If you see social media content that disparages or reflects poorly on the College, you should contact your Head of Department or the Senior Bursar.

Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to cooperate with our investigation, which may involve handing over relevant passwords and login details.

You may be required to remove any social media content that the College considers to constitute a breach of this policy immediately it is drawn to your attention and prior to any investigation and disciplinary action. Failure to comply with such a request may in itself result in disciplinary action.