

Societies Social Media Policy

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For the purpose of this document the term social media includes (but is not limited to) all of the following platforms:-

Facebook

Twitter

Instagram

Whatsapp

Snapchat

Yik Yak

All societies are entitled to use social media as a means to promote their society. All accounts are set up independently by the society and are not maintained in any way by the Students’ Union.

All societies are however linked to the Students’ Union and bound by the Byelaws; as such any content published (including re-tweets and the sharing of status updates) should not reflect badly on the organisation. Social media should never be used in a way that breaches any of the Students’ Union’s other policies. Societies are prohibited from using social media to:

* Defame or disparage the organisation or its affiliates, customers, clients, business partners, suppliers, vendors or other stakeholders;
* Harass or bully students or staff in any way OR breach our Anti-harassment and bullying policy;
* Unlawfully discriminate against students, staff or third parties OR breach our Equal Opportunities Policy;
* Breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by making misleading statements).

The Students’ Union reserves the right to ask for statuses, tweets and pictures to be removed should they be deemed offensive.

Any reports of alleged misconduct or bullying via social media will be fully investigated in line with Byelaw 7- ‘Disciplinary Procedure for Members’ which applies to all clubs and societies of the Union. A full copy of the Students’ Union Byelaws can be found on the website under About Us and Byelaws. Reference should be made to this for further information.

Social media should not be used to convey messages for the purpose of making committee decisions. This should be done either during a committee meeting at which minutes are taken, or via an email which has copied in the full committee. Any decisions made via solely social media will not be recognised by the Students’ Union.

Further information on the use of social media can be found in the Societies Handbook located on the Resources page of the website. Training on what social media can and cannot be used for will also be given at societies training during the start of each semester.