



Social Media Policy

1. Introduction

1.1 Jesus College is committed to making the best use of all available technology and innovation to improve the way we operate. This includes using all reasonable and cost-effective means to improve the way we communicate, reach out and interact with the different communities we serve.

1.2 'Social media' is the term commonly given to web-based tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests online. As the name implies, social media involves the building of online communities or networks to encourage participation and engagement.

1.3 To avoid major mistakes, which could result in reputational, legal and ethical issues, and misuse/abuse of a well-functioning social media relationship, it is important that we manage any potential risks through a common-sense approach and framework as well as proactively monitoring the development of such applications.

1.4 Jesus College recognises that its academic staff have rights to freedom of speech and academic freedom equivalent to those that the University recognises for its academic staff in Statute XII of the University's regulations. Nothing in this college policy on social media use may be construed to detract from, or diminish the extent of, these rights.

2. Aim

2.1 This policy aims to provide members of Jesus College with information concerning the use of, or the development of, any social media application, and to help them get the best out of the tools available whilst maintaining a safe professional environment and protecting themselves, as well as the College.

2.2 This policy should be read in conjunction with the Staff Computer Use Policy and the Jesus College Data Security Policy.

3. Definition of Social Media

3.1 For the purposes of this policy, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes e-mail, online social forums, blogs, video- and image-sharing websites and similar facilities.

3.2 There are many more examples of social media than can be listed here and this is a constantly changing area. Everyone should follow this policy in relation to any social media that they use.

4. Use of social media

4.1 Jesus College encourages all to make reasonable and appropriate use of social media websites as part of their work. It is recognised that it is an important part of how Jesus College communicates with its audience and allows communication and networking between Fellows/staff and external partners.



4.2 Jesus College understands that on occasions people will wish to use their own computers or devices, such as laptops, tablets and mobile telephones to access social media websites while they are at work. Such use should, nonetheless, be in accordance with this policy.

4.3 When contributing to the College's social media activities, individuals should be aware that they are representing the College.

4.4 The same safeguards which would apply with any other form of communication about Jesus College in the public sphere should be adhered to. These safeguards include:

- making sure that the communication has a purpose and a benefit for Jesus College;
- obtaining permission, as appropriate, before embarking on a public campaign using social media;
- asking a colleague to check the content before it is published, as appropriate.

4.5 Any communications made in a professional capacity through social media must not breach confidentiality, for example by:

- revealing confidential intellectual property or information owned by Jesus College;
- giving away confidential information about an individual, such as a colleague, or organisation, such as a partner institution;
- discussing Jesus College's internal workings (such as agreements that it is reaching with partner institutions/customers or its future business plans that have not been communicated to the public).

Doing anything that could be considered discriminatory, bullying or harassment of any individual, for example by:

- making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
- using social media to bully another individual (such as an employee, Fellow or staff member of Jesus College);
- posting images that are discriminatory or offensive or links to such content.

Bringing Jesus College into disrepute, for example by:

- criticising or inappropriately arguing with students, customers, colleagues, partners or competitors;
- making defamatory comments about individuals or other organisations or groups;
- posting images that are inappropriate or links to inappropriate content.

Breaching copyright, for example by:

- using someone else's images or written content without permission;
- failing to give acknowledgement where permission has been given to reproduce something.

5. Excessive use of social media at work

5.1 Jesus College allows the occasional use of social media channels during the working day (so long as it does not involve inappropriate content). However, this must not interfere



with work commitments and should generally be avoided during working hours. College work will always take priority over personal use of social media sites.

6. Monitoring use of social media during work time

6.1 Jesus College reserves the right to monitor individual's internet usage, in accordance with the Staff Computer Use Policy. Jesus College considers that valid reasons for checking internet usage include suspicions that the employee has:

- been spending an excessive amount of time using social media websites for non-work-related activity;
- acted in a way that is in breach of the rules set out in this policy.

6.2 Jesus College reserves the right to monitor and retain information that it has gathered on the use of the internet by staff in accordance with the Staff Computer Use Policy and the Jesus College Data Security Policy.

6.3 Access to particular social media websites may be withdrawn in any case of misuse.

7. Social media in your personal life

7.1 Jesus College recognises that many individuals make use of social media in a personal capacity and also support the right of the individual to free expression. While they are not acting on behalf of the College, there must be an understanding that there is a potential to damage Jesus College if they are recognised as being associated with the College.

7.2 Employees are allowed to say that they work for Jesus College, which recognises that it is natural for those working for the College sometimes to want to discuss their work on social media. The individual's online profile (for example, the name of a blog or a Twitter name) may contain Jesus College's name, but should be focussed to the area in which the individual works.

7.3 If work is discussed on social media (for example, giving opinions on their specialism or the sector in which Jesus College operates), the individual should include on their profile a statement along the following lines: "The views I express here are mine alone and do not necessarily reflect the views of Jesus College."

7.4 Any communications that are made in a personal capacity through social media must not breach confidentiality, for example by:

- revealing confidential intellectual property or information owned by Jesus College;
- giving away confidential information about an individual, such as a colleague, or organisation, such as a partner institution;
- discussing Jesus College's internal workings (such as agreements that it is reaching with partner institutions/customers or its future business plans that have not been communicated to the public).



Doing anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:

- making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age ;
- using social media to bully another individual (such as a Fellow or staff member of Jesus College);
- posting images that are discriminatory or offensive or links to such content.

Bringing Jesus College into disrepute, for example by:

- making defamatory comments about individuals or other organisations or groups;
- posting images that are unlawful or links to unlawful content.

Breaching copyright, for example by:

- using someone else's images or written content without permission;
- failing to give acknowledgement where permission has been given to reproduce something.

8. Use of social media in the recruitment process

8.1 Unless it is in relation to finding candidates (for example, if an individual has put his/her details on social media websites for the purpose of attracting prospective employers), the Human Resources department and managers will conduct searches, either themselves or through a third party, on social media only when these are directly relevant to the applicant's skills or claims that he/she has made in the recruitment process. For instance:

- a prospective employee might claim that he/she has used social media in his/her previous job (for example, as a publicity tool); or
- a prospective employee's social media use may be directly relevant to a claim made in his/her application (for example, if he/she runs a blog based around a hobby mentioned in his/her CV or a skill in which he/she claims to be proficient).

9. Disciplinary action over social media use

9.1 All staff are required to adhere to this policy and should be aware that use of social media in a way that may be deemed as deliberate or inadvertent misuse, which could be a breach of this policy, may lead to disciplinary action under Jesus College's Disciplinary Procedure. Serious breaches of this policy, for example incidents of bullying of colleagues or social media activity causing serious damage to Jesus College, may constitute gross misconduct and may lead to action under the disciplinary procedure up to and including dismissal.

10. Public Interest Disclosure ('whistle blowing')

10.1 Where an individual releases information through social media that may be considered as a Public Interest Disclosure (Whistle Blowing), Jesus College's Whistle-blowing Code of Practice, must be initiated in the first instance before any further action is taken.

11. Confidentiality

11.1 The principles of the Data Protection Act 1998 and the College's Data Security Policy must be adhered to at all times. For example, confidential information should never be



disclosed, unless it is appropriate to do so, and then only when written consent has been given and the information is shared securely and safely.

11.2 Individuals should exercise care with any photographs taken at work and posted in a public domain in that they should:

- be mindful of what the picture might reveal (in the background for example)
- ensure that anyone featured in the photograph has given their express consent to the photo being posted online
- photographs of children should only feature in professional publications (online and printed media) where written authorisation and consent have been obtained from all parties, and the NSPCC guidelines have been followed.

12. Authorisation and approvals for College communications

12.1 Written permission from the appropriate person in College, this may be a College Officer, must be obtained before commencing online public campaigns, or making an announcement on behalf of the College, as with any other form of public communication.

12.2 The Jesus College brand guidelines should always be followed so that, for example, the correct College logo or crest is used when publishing it online.

12.3 Photographs that might reveal anything in relation to the College's work, whether intentionally or not, must not be posted in a public domain unless written authorisation to do so has been given by the College through a College Officer.

13. Copyright and IPR

13.1 Any information to be disclosed online must first be checked that it does not bring the College into disrepute, and that confidentiality and copyrights are not breached. This also applies to any photographs publicly posted. Individuals should be aware of Intellectual Property Rights of the College and of others.

14. Authorisation and approvals for personal communications

14.1 Everyone should familiarise themselves with the terms of use, privacy policy and other policies of the social media sites and networks that they use.

14.2 Individuals should ensure that they have protected themselves and their colleagues by setting the appropriate levels of security in their personal and professional accounts on social media sites and networks.