SOCIAL MEDIA POLICY

Social media policy

This policy should be read in conjunction with other relevant university policies including, but not limited to, the following:

- Information technology, web and email acceptable use
- Equality and diversity
- Dignity at work

It is recognised that staff may participate in social media and similar web-based communities both in a professional and a personal capacity and that, on occasion, the boundaries between the two may be indistinct.

This policy therefore applies to staff regardless of the time and location of use of social and similar media and whether or not the university's equipment is utilised for such purposes.

In accordance with the above, reasonable use of social media and similar web content by staff during working hours and utilising the university's equipment is acceptable providing that it is not to the detriment of the university or the employee's job responsibilities.

In utilising social and similar media, staff must:
1. Comply with the law.
2. Be aware of the risks of exposing personal information to public view.
3. Conduct themselves in a professional manner, including in relation to interaction with colleagues and/or students (and, indeed, consider whether it is appropriate to interact with students through such media in a social context).
4. Not disclose confidential or commercially sensitive information relating to the university or confidential information relating to colleagues or students.
5. Respect copyright and intellectual property rights in relation to any content including images.
6. Report to a senior manager any web content of which they may become aware which may be in breach of this policy.

In addition, staff must not publish anything which may bring the university into disrepute (whilst acknowledging that the principles of academic freedom may apply in certain instances) or associate the university with any such content or material.

Staff must not make postings or create social media pages, websites or publish other web content purporting to represent the university in an official or authoritative capacity, or to represent its views, unless this is an explicit part of a job role, except with the express permission of the relevant senior manager. This does not preclude establishing groups and communities for research, teaching and social interaction (eg clubs and societies) providing that the parameters and purpose of such groups and communities are clearly apparent to visitors to such content.

Any use of the university's visual identity, including icons, namestyles and associated intellectual property must be in compliance with the appropriate guidelines for such use (which are available on the staff intranet) and must recognise that these are trademarks and/or registered trademarks of the university.

Breach of this policy may result in disciplinary action which could lead to dismissal in the most serious instances.

The University has similar expectations of its agency staff, casual staff, suppliers, contractors, volunteers and others who may be deemed to be acting on behalf of, or representing, the university and expects them, as a condition of contract, to take account of the above policy in their own use of social and other web-based media.

Use of social media for teaching

UHI encourages and supports innovation in learning and teaching. There are legal issues to be taken into account when considering the use of externally hosted technologies for teaching. If you require students to submit personal data or work to a social media site or other externally hosted technology (that isn't a core UHI technology), consult Learning & Teaching (LT@uhi.ac.uk) first for help and advice.