



Brasenose College Use of Social Media Policy

Approved by Personnel Committee June 2013

1. Applicable to non-academic employees

This policy on the use of social media applies to all College non-academic employees and workers in any role. 'Social media' is the collective term referring to social and professional networking sites (for example Facebook, LinkedIn, MySpace), micro-blogs (such as Twitter), blogs, wikis, boards and other similar online forums and the policy extends to all such sites and incorporates any future developments of such media.

2. Policy Statement

The College is committed to ensuring that the use of social media will make a positive contribution as to how we are viewed by others and does not bring the College into disrepute or negatively impact our employees, students or visitors.

3. Procedure

This policy on social media must be read in conjunction with other non-academic employee policies, specifically equality, bullying & harassment, internet, e-mail usage and data protection; all of which are applicable to social media usage.

4. Acceptable Use

Employees are only permitted to participate in social networking websites while at work, or use the College's equipment to do so, if it is required as part of their role. If employees are unsure if this is applicable to their position they must first speak to their line manager to seek clarification.

5. Unacceptable Use

Employees are prohibited from participating in social networking websites for personal reasons at work. They may not use college equipment for personal reasons at any time, and may only use their personal hand-held devices outside working hours.

Participation in social networking websites includes:

- Registration with such sites;
- Accessing their own or other people's account on such sites

Employees may not use the College's name, crests or images except when required to as part of their role.

Whether at work or away from work in a personal capacity, employees are prohibited from using or publishing information on any social media sites where such use has the potential to affect negatively the College, its staff, students or visitors. Examples of such behaviour include, but are not limited to:

- Publishing material that is defamatory, abusive or offensive in relation to any employee, manager, office holder, student or visitor of the College.
- Publishing any confidential or sensitive information about the College
- Publishing comments or information which might damage the College's reputation.

The College recognises that employees use social media tools as part of their daily lives. Employees of the College should always be mindful that they are responsible for what they are posting and ensure that their use of social media and the internet is at all times appropriate and consistent with their responsibilities towards the College.

There are a number of key guiding principles that employees should note when using social media tools:

- Always remember on-line content is never completely private.
- Regularly review privacy settings on social media platforms to ensure they provide sufficient personal protection and limit access by others.
- Give proper credit to the source of any information used.

6. Enforcement

Breaches of the social media policy could lead to civil or criminal actions against the individual or the College.

The College reserves the right to utilise for disciplinary purposes any information that could have a negative effect on the organisation or its employees which is brought to the College's attention by employees, students, members of the public, etc.

Non-compliance with the general principles and conditions of this social media policy and the related internet, e-mail and confidentiality policies may lead to disciplinary action being taken up to and including dismissal.

Julia Dewar, June 2013