



Social Media Policy

Version 1.5 / November 2018

Contents

Section	Title	Page/s
1	Purpose	3
2	Definition of Social Me	

- ◁ Obtaining permission from a Manager before embarking on a public campaign using social media
- ◁ Obtaining consent when using images of others
- ◁ Maintain the authenticity of the corporate logo i.e. crest and brand
- ◁ Getting a colleague to check the content before it is published

Advice and assistance on these matters can be given by the University's social media team by contacting webteam@lincoln.ac.uk.

4.4 The University recognises that many employees make use of social media in a personal capacity. While they are not acting on behalf of the University, employees must be aware that they can damage the University if they are recognised as being one of our employees.

4.5 The University recognises that it is natural for its staff sometimes to want to discuss their work on social media. The employee's online profile (for example, the name of a blog or a Twitter name) may contain the University's name, but staff should ensure that they keep discussions focused to the area in which the employee works.

4.6 If employees do discuss their work on social media (for example, giving opinions on their specialism or the sector in which the University operates), it must include on their profile or elsewhere a statement that "The views I express here are mine alone and do not necessarily reflect the views of my employer."

4.7

- ◁ Discussing the University'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)

Information about competition and markets authority guidance, data protection and GDPR is available on the portal.

4.9.2 Do 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 an employee or student of the University)
- ◁ Posting images that are discriminatory or offensive, or links to such content

4.9.3 Bring the University into disrepute, for example by:

- ◁ Criticising or arguing with students, customers, colleagues, partners or competitors

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Owner	Last Reviewed	Next Review
CDM	November 2018	November 2019

