



SOCIAL MEDIA POLICY 2021-22

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SOCIAL MEDIA POLICY		
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Summary/Description:		
This document sets out how All Nations Christian College seeks to encourage best practice and avoid mis-use of social media at the College.		
<i>This draft policy was previously an approved guidance document and is current practice. It has now received Board of Trustees approval.</i>		
Reviewed August 2021: <ul style="list-style-type: none"> • amended staff and team titles • Inserted text in italics in section 6:10 ... do not wish their images to be posted on the internet <i>and to wear a red lanyard attached to their student ID at all times whilst on campus.</i> It is the mutual responsibility of both those taking photographs/videos, <i>those requesting the photographs be taken</i>, and those being photographed to ensure.... • Added a new final sentence in 6:17 All enquiries made via social media will be directed to the website for further interaction where appropriate. Feb 2022: Amended <i>Roles Responsibilities, Policy Approval and Review</i> section to bring it into line with all other College policies		

ALL NATIONS CHRISTIAN COLLEGE

To train and equip men and women for effective participation in God's mission to His multicultural world.

SOCIAL MEDIA POLICY

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2 INTRODUCTION

The growth in social media, particularly social networking sites, has created increased opportunity for media communications. This policy has been written to encourage good practice, to protect the College, its staff and students from potential harm, to clarify where and how existing policies and guidelines apply to social media and to promote effective and innovative use of social media as part of the College's activities.

3 LIST OF ICT RELATED DOCUMENTS

In addition to the contents of this policy, users must abide by other policies or codes as relevant, including:

- [Information and Communications Technology \(ICT\) General Policy and Procedures](#)
- Social Media Policy
- Portable Devices Policy
- Email Communication Services Policy
- Data Security Analysis
- ICT Disaster Recovery Plan
- External IT Support
- IT Staffing Structure

4 LEGISLATIVE FRAMEWORK

This policy contains rules and regulations of the College which have been prepared in line with Open University regulations and, where appropriate, the requirement of the Office for Students' Regulatory Framework and the UK Quality Code for Higher Education. It has also been prepared in line with the Equality Act 2010, the Data Protection Act 2018 and the Counter-Terrorism Security Act 2015.

5 DEFINITIONS

- 5.1 Social Media** is used here to describe dynamic and socially interactive, networked information and communication technologies, including: Websites, SMS text messaging, phone texting and social networking sites and any other media that are used for social interaction.
- 5.2 The College** refers to All Nations Christian College

- 5.3 Members** refers to staff (academic and support) and students. This word usually denotes current staff and students unless otherwise stated.
- 5.4 Online Forum** is an online discussion site where people can hold conversations in the form of posted messages.

6 POLICY

- 6.1** All users of the College network facilities are required to agree in writing to abide by this and other College ICT policies before permission is given to access the College's ICT facilities, regardless of whether they are using College or personal devices.
- 6.2** The College reserves the right to update this policy at any point, should the College become aware of new potential risks to members or the reputation of the College. For example, with the advent of new technology or new uses of technology or with the changed content or use or the changed terms of use of particular social media. The College will issue guidelines for best practice on the use of social media and this will form part of ICT orientation each year.
- 6.3** The College's Engagement Team designates specific, trained staff and students to post social media content on behalf of College. These posts are reviewed and monitored frequently by the Engagement Team. Formal College posts in relation to course information, services provided and/or other College business must be approved by a member of the Engagement Team and/or the appropriate head of department before being posted
- 6.4** All social media sub-groups related to the College must have permission from the Engagement Team to use the All Nations brand. They must also appoint a designated administrator who is responsible for the group and the content displayed.
- 6.5** Those organising the above groups must agree not to post or permit others to post any abusive, obscene, vulgar, slanderous, hateful, threatening, sexually-orientated or any other material that may violate any applicable laws. Furthermore, it is illegal to use social media to draw others into terrorism or incite others to commit a crime.
- 6.6** Designated staff members and students must comply with all statutory and legal requirements such as intellectual property rights, copyright and ownership of data legislation when using social media.
- 6.7** The College expects these designated staff and students to exercise caution when interacting with, and responding to potentially contentious material on social media that may bring the College into disrepute.
- 6.8** A disclaimer will be posted on official College social media stating that content supplied by non-members express the views and opinions of the author and not All Nations. The Engagement Team will remove or edit any generally objectionable material, as soon as it is discovered.
- 6.9** Anyone wishing to contact alumni through social media in relation to College business must first obtain permission from the Engagement Team.
- 6.10** The College recognises that posting photographs or videos of College members (including alumni) and/or their families on social media may cause harm to them – now or in the future. New students will be asked to put a red dot on their photograph in Maple Hall, indicating they do not wish their images to be posted on the internet and to wear a red lanyard attached to their student ID at all times whilst on campus. It is the mutual responsibility of both those taking photographs/videos, those requesting the photographs be taken, and those being photographed to ensure that no one who has requested anonymity appears in images on social media. Students on ministry placement have the responsibility to inform their ministry placement supervisors if they do not wish to appear in ministry-related images. A clear explanation of the measures in place should be given both within the orientation programme for new students, staff and volunteers, and regular reminders given to the College body of the need to adhere to these procedures.

- 6.11 Members should take effective precautions when using social media to ensure their own personal safety and to protect against identity theft.
- 6.12 Where employees are expected or students requested to use social media for personal purposes, this should be done in line with the College Code of Conduct which can be found in the College '[Conduct, Conflict and Student Disciplinary Policy and Procedure](#)'.
- 6.13 The College will continually review the use of social media and may modify its policies should the status of particular social media sites change, e.g. if charges are introduced, changes made to the way content is used, terms of use are changed, or if a site closes down.
- 6.14 The College will not normally refer to social media when assessing student applications unless specifically highlighted in the application. The College will assess and process all applications only on the information provided.
- 6.15 The College reserves the right to refer to social media when investigating breaches of discipline, e.g. cheating, harassment, anti-social behaviour. Further information on disciplinary procedures can be found in the College '[Conduct, Conflict and Student Disciplinary Policy and Procedures](#)'.
- 6.16 The College reserves the right to monitor online forums to gain indirect feedback on College services and facilities.
- 6.17 The College reserves the right to post replies on social media to answer queries or address factual corrections, but will generally take a cautious approach before getting involved in contentious issues. All enquiries made via social media will be directed to the website for further interaction where appropriate.
- 6.18 The College reserves the right to take any necessary steps to protect its facilities, staff and students from malicious software including social media where this is an issue. This includes the right to remove or ban advertisements posted on social media.
- 6.19 The College may from time to time use social media to communicate with existing students and alumni through social media to develop an on-going relationship with them. These uses are the responsibility of the Engagement Team and Receptionist, who have responsibility for Alumni contact details.
- 6.20 The College supports staff using social media where it adds value to existing services in connection with their work and the College. Examples include using social media for the following purposes:
- **Academic:** the College recognises that social media has the potential to support/advance learning opportunities and encourages its use in teaching and learning activities
 - **Collaboration:** the College supports both internal and external collaboration and recognises that social media may provide opportunities for people and organisations to work together.
 - **Communications and External Relations:** the College recognises the opportunity to communicate with prospective and existing students and donors through social media as part of an integrated marketing strategy.
- 6.21 The use of social media for personal reasons by College staff during working hours or by students during lectures and other learning engagement activities is not permitted and is a disciplinary offence.

7 SANCTIONS AND DISCIPLINARY PROCEDURES

- 7.1 The College hopes users of social media will enjoy using it safely and for the benefit of themselves and others and that they will observe the rules and standards set out in the College Code of Conduct and in this and other College ICT policies. However, in the event of a failure to do so, disciplinary measures or sanctions may be taken and in certain circumstances other statutory bodies informed.
- 7.2 All users of the College network facilities have the right to expect professional behaviour from others, and a corresponding responsibility to behave professionally towards others. They also have a personal responsibility for complying with this policy and must comply with and demonstrate active commitment to this policy by:
- Treating others with dignity and respect when using the College network facilities;
 - Discouraging any form of inappropriate use by making it clear to others that such behaviour is unacceptable;
 - Supporting any member of the College who feels they have been subject to harm through misuse of the College network facilities, including supporting them to either make an informal complaint to the College Administrator at or a formal complaint if appropriate, using the '[Complaints Policy and Procedure](#)'.
- 7.3 Serious infringements may necessitate taking legal advice or involve the police (for example in cases which involve a criminal offence or activities which could put others at risk).
- 7.4 The College reserves the right to restrict or block a particular user's access to social media to prevent unacceptable use, and to remove or amend any files or information stored on the network or posted on the College's social networking sites and website.
- 7.5 Accusations of misconduct by:
- **Students:** will be investigated in accordance with the '[Conduct, Conflict and Student Disciplinary Policy and Procedure](#)'.
 - **Staff:** will be investigated using the College '**Staff Disciplinary Policy and Procedure**' document, which is available from the College Administrator.
 - **Volunteers:** will be investigated by the College Administrator in discussion with the Senior Management Team.
 - **External Library Users:** will be investigated within 14 days by the Information and Learning Services Manager in discussion with the Librarian, and Senior Leadership Team.
 - **Conference Delegates:** will be investigated within 48 hours by the Conference Manager in discussion with the Senior Leadership Team.

8 ROLES, RESPONSIBILITIES, POLICY APPROVAL AND REVIEW

- 8.1 The **Board of Trustees** have legal oversight and responsibility for all College policies, providing leadership and active support for them and are responsible for ensuring that:
- A legally compliant and fit for purpose social media policy is in place and approved by the Senior Leadership Team arrangements are made for its effective implementation, including the provision of resources.
 - They receive details from the Senior Leadership Team of any serious incident or one which could be of reputational risk to the College which should be reported to either the Office for Students and/or the Charity Commission.
- 8.2 The **Principal/CEO and Senior Leadership Team** are responsible for:
- The implementation, management and approval of this policy; ensuring that procedures are implemented consistently and with clear lines of authority and actively and visibly leading the College's social media policy and practice.
 - Ensuring this policy is continually improved in consultation with students, staff and the Engagement Team.

- Ensuring any formal complaints are managed appropriately by the Head of Engagement and in line with the College complaints policy.
- Ensuring any investigations into the unauthorised or inappropriate use of social media by staff or students are managed according to the relevant College disciplinary procedure.
- The management of the appeals process.
- Ensuring decision making complies with all relevant regulatory bodies.
- Ensuring they receive details from the Head of Engagement of reported incidents and outcomes of cases (particularly where a significant impact on someone has occurred or lessons need to be learned), or of a serious incident or one which could be of reputational risk to the College.
- Reporting details to the Board of Trustees of any serious incident or one which could be of reputational risk to the College.

8.3 The **Head of Engagement** is responsible for:

- The day to day management of the use of social media by the College.
- Ensuring they monitor, evaluate and periodically review this policy and any changes are recommended to the Senior Leadership Team for their approval.
- Ensuring decision making complies with all relevant legislation and regulatory bodies.
- Reporting to the Senior Leadership Team incidents and outcomes of cases (particularly where a significant impact on someone has occurred or lessons need to be learned), or of a serious incident or one which could be of reputational risk to the College.

8.4 The **Principal/CEO, Senior Leadership Team, Head of Engagement and all department heads**, are responsible for ensuring that the principles of this policy are implemented through:

- The provision of accurate information and the respectful management of people.
- Incorporating them into the strategic direction of the College.
- Constantly seeking to improve the information and service provided.
- Exploring what can be learned from complaints when they occur.
- Through their ongoing regular meetings, the **Head Students** and the **Principal/CEO** are responsible for using this meeting to raise and resolve issues of mutual concern with the student body and/or The Senior Leadership Team/Board of Trustees as relevant.

8.5 **Any person covered by the scope of this policy** is responsible for:

- familiarising themselves with this policy on appointment/at induction/orientation or if they feel they have grounds for making a complaint;
- taking a pro-active role in improving this policy and practice;
- demonstrating active commitment to this policy in their use of social media by complying with the requirements in section 6 of this policy and, particularly:
 - treating others with dignity and respect;
 - providing accurate information, as far as possible at all times;
 - rectifying errors should they occur;
 - supporting anyone who either makes a formal complaint if appropriate;
- , if **involved in a complaint**, in any capacity:
 - ensuring they present their case with integrity and in a timely fashion and/or
 - ensuring they comply with any investigation and the procedures in this policy.

8.6 **College and Recruitment and Training Administrators** are responsible for managing the administration of the complaints and appeals processes.

9 POLICY COMMUNICATION

9.1 Compliance with this policy and guidelines, their implementation, and framing are the responsibility of the Communications Team. Others will be drawn upon as appropriate.

9.2 Those in leadership and/or responsible for managing services, have a responsibility to clearly communicate the nature of acceptable and unacceptable use to users of the College ICT facilities. Forms of explicit communication include:

- Orientation of students and new staff in appropriate ICT usage
- Periodic communication to students and staff
- The provision of copies of this policy to external library users.
- The behaviour of those who lead and manage should model the values we hope to see in those who follow. Since ICT usage is not always very public, it may be necessary for leaders and managers to choose to disclose information and “show” / demonstrate their practices.

- 9.3** This policy and any other policies referred to in this document can be found on the College website: www.allnations.ac.uk and in the student area on the College VLE.
- 9.4** The ‘**Staff Disciplinary Procedure**’ can be found in the Staff Handbook Appendices which is obtainable from the College Administrator at info@allnations.ac.uk
- 9.5** The College Administrator will make every effort to respond to any request to provide this policy in a different format. Such requests should be sent to info@allnations.ac.uk

10 RELATED DOCUMENTS

The following College documents are related to this policy:

- All Nations Christian College FDL and Campus Student Handbooks
- All Nations Christian College Staff Handbook and Human Resources policies relating to staff
- All Nations Christian College [Acceptable use of ICT Policy](#), particularly the Appendix: Guidance on Use of ICT Facilities
- All Nations Christian College [General ICT Policy](#)
- All Nations Christian College [Data Protection Policy](#)
- All Nations Christian College Corporate Brand Guidelines: the All Nations brand, logo and house style
- All Nations Christian College [Safeguarding Policy](#)
- All Nations Christian College [Harassment Policy](#)
- All Nations Christian College [Conduct, Conflict and Student Disciplinary Policy and Procedures](#)
- All Nations Christian College [Complaints Policy](#)

11 APPENDIX

- 11.1** Guidance on Best Practice (see next page)

Appendix

SOCIAL MEDIA: GUIDANCE ON BEST PRACTICE

All members of College, whether staff, volunteers, voluntary workers, students, external Library users, visitors or conference delegates are advised to adopt the following guidelines:

- a. Consider the values we support as a college – being relational, striving for excellence, being a learning community - and be careful to post only in line with these espoused values.
- b. Think twice before posting. If you would not want your employer, parents, friends, colleagues or students to see your post, don't post it.
- c. Be accurate. If you make a mistake, acknowledge it and correct it quickly.
- d. Be respectful. Be positive. Treat others the way you would like to be treated.
- e. Remember many different audiences will see your posts including college students, donors, potential students, children, students' relatives and friends.
- f. Be professional and polite.
- g. Moderate your content. Respond promptly to comments where a response is expected.
- h. Remember that the Internet is permanent. Even if you delete something, it's still potentially retrievable.
- i. Consider the consequences of exchanging information or photographs.
- j. Avoid posting inflammatory, extraneous, objectionable or off-topic messages that may provoke others into an emotional response (trolling/flaming). Do not post anything that you would not say openly in a workplace such as comments about drug use, profanity, off-colour or sexual humour, ethnic slurs, or personal insults. Be wise about posting in relation to topical issues that may provoke others.
- k. Monitor content on your sites and consider using software or privacy settings to block inappropriate content.
- l. Think before you open an attachment. Do I know the person? Does the subject line make sense?
- m. Consider establishing appropriate boundaries and expectations for communication through social media and phones (e.g. Instant Messaging and private Facebook messages), particularly with students.
- n. Be in the right state of mind when you make a post or text. Do not post when you are angry, upset, or your judgment is impaired in any way. Remember, the Internet is permanent!
- o. Care must be taken by staff members when using personal social media not to communicate anything that may cause reputational or other damage to the college.