



UCFB*

Social Media Policy

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*UCFB is a trading name of University Campus of Football Business Limited

1. Introduction

- 1.1. UCFB recognise that social media channels provide unique opportunities to participate in discussions and share information on topics of interest with students, staff members and the wider community. They also provide opportunities to network with industry professionals and peers. Social media presents real opportunities for enriched learning and social lives as well as career and academic advancement.
- 1.2. This policy encourages UCFB students to use social media in a responsible and positive manner, capitalising on opportunities without risking personal security; protecting current and future career prospects as well as the reputation of the institution and its students, staff and partners.
- 1.3. This policy does not seek to limit freedom of speech or freedom of association. UCFB recognises that students and staff have the right to express their personal views and opinion and that these may occasionally conflict with those of the institution.

2. Purpose

- 2.1. The policy sets out UCFB expectations regarding the appropriate use of social media and the potential consequences of its misuse.
- 2.2. The policy seeks to minimize the risks posed by the use of social media and to protect our students, staff and the institution.

3. Scope

- 3.1. This policy applies to:
 - UCFB students
- 3.2. The term social media relates to electronic platforms which permit the creation and sharing of content. This includes, but is not limited to: Facebook, X (formerly twitter), LinkedIn, Instagram, YouTube, WhatsApp, and Telegram.
- 3.3. This policy does not form any part of any contract of employment, where applicable, and may be reviewed and amended at any time.

4. Roles and Responsibilities

- 4.1. Students and staff members are responsible for reading and ensuring that they understand this policy.
- 4.2. Students must ensure that the information, views and messages communicated through UCFB affiliated social media meet the standards of behaviour set out in this policy and other relevant policies listed in section 8.
- 4.3. Anyone seeking to use the UCFB names or brands in their social media handles and profiles must seek permission from the UCFB Marketing team and must adhere to the UCFB Brand Guidelines.
- 4.4. In the event of alleged misuse of social media, the relevant UCFB Academic Lead will be responsible for:
 - a) Holding initial informal conversations to address the misuse of social

media at an early stage.

- b) Reporting and escalating any concerns regarding the misuse of social media in accordance with section 6 below.

5. Unacceptable Use of Social Media

- 5.1. UCFB do not tolerate any social media posts or comments that are deemed to be:
- **Bullying/cyberbullying** e.g. making offensive or derogatory comments relating to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including nationality), religion or belief, sex, or sexual orientation;
 - **Harassment** e.g. using threatening, abusive or insulting unwanted behaviour which has the purpose or effect of violating a person's dignity or creates a degrading, humiliating, hostile, intimidating, or offensive environment.
 - **Indecent** e.g. posting/liking/sharing/linking to images or other content that is sexually explicit or illegal;
 - **Discriminatory** e.g. demonstrating less favourable behaviour to a person or group based on their age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including nationality), religion or belief, sex, or sexual orientation;
 - **Bringing discredit** to UCFB e.g. by insulting fellow students or other individuals; making/sharing defamatory or offensive comments about the institution, individuals, groups, partners or anyone associated with UCFB;
 - **In breach of confidentiality** e.g. by revealing confidential information owned by UCFB, posting confidential information about an individual, business or other organisation; posting contact details, pictures or personal details of other students or members of staff or members of the public without their prior permission;
 - **In breach of copyright** e.g. by using someone else's images or content without permission, or by failing to give acknowledgement where permission has been given to reproduce.

6. Breach of Policy

- 6.1. Suspected breaches of this policy by any UCFB student should be reported by email to Resolutions@ucfb.ac.uk.
- 6.2. Any breaches of this policy by UCFB students will be handled in accordance with the University of East London's Non-Academic Misconduct Policy.

7. Monitoring

- 7.1. UCFB will monitor references to the institution online and will act where necessary to protect its reputation.
- 7.2. UCFB will request the removal of content from a social media account if it is deemed that the account or its content pose a risk to the reputation of UCFB or to that of its staff, students, graduates, partners and other key stakeholders.
- 7.3. Students expressing concerns regarding the service or learning opportunities

provided by UCFB on social media will be advised to raise their concerns in accordance with the UCFB Complaints Policy.

8. Related Policies and Procedures

- 8.1. Anti-Harassment and Bullying Policy
- 8.2. Complaints Policy (Students)
- 8.3. Freedom of Speech Policy
- 8.4. IT and Communications Systems Policy
- 8.5. UEL Non-Academic Misconduct Policy (Students)
- 8.6. Whistleblowing Policy