Social Media Policy: Students

Contents

1.   Purpose

1.1   The University of Worcester is committed to promoting the principles of freedom of speech so far as is reasonably practicable within the law. The University also wishes to promote a positive study culture for students both in person and online.

1.2   This policy has been compiled to help students understand the reputational, legal and ethical implications of social media usage and what happens when it is misused, intentionally or otherwise. It seeks to protect students and the wider University community from the misuse of social media and clarify where and how existing University policies and guidelines apply to social media use.

2.   Overview

2.1   The University is committed to doing all that it reasonably practicably can to secure freedom of speech within the law as it is one of the fundamental principles upon which the University is founded. This is expanded upon in the University's Code of Practice on Freedom of Speech. Nothing in this policy should be read as undermining or conflicting with the Code of Practice on Freedom of Speech. In the event there is a conflict between this policy and the Code of Practice on Freedom of Speech, the Code of Practice shall take precedence.

3.   What is Social Media?

Social media refers to online platforms and applications that enable users to create and share content as well as to interact and communicate with others. These platforms are continually evolving and any examples referenced in this policy represent a subset at the time the policy was published. New platforms will be released and others will change, merge or cease to operate. Currently the platforms generally comprise websites and apps and can host a variety of content, including messaging, hosting of files and materials such as text, photos, videos and audio. Examples include Facebook, X (Twitter), Instagram, LinkedIn and TikTok.

3.2   Through social media, individuals (t)-3. C s

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a. **Understand Privacy Settings:** Stay updated with the privacy settings of various platforms and adjust them to fit the content and the desired audience.
b. **Be Aware of the Public Nature of Platforms:** Always remember that content shared on social media, even in private profiles or closed groups, can be accessed, shared and archived by others. Private posts can become public and potentially be available indefinitely.
c. **Consider Content:** Before posting any comment, image or video, think about its appropriateness and whether you would be comfortable with fellow students, colleagues, University staff or the outside public viewing it.
d. **Do Not Engage In Inappropriate Behaviour:** Any form of harassment or bullying via social media should be reported to the University via the University Report a Concern portal accessed from MyDay.
e. **Do Not Share Prohibited Content:** Students should refrain from sharing or endorsing inappropriate content, including but not limited to, offensive slurs or materials promoting illegal activities.
f. **Protect Your Information And That of Others:** Prioritise your safety, privacy, and the rights of others.

10. Related Policies and Documents

The following policies and procedures are relevant to this policy

- [Regulations for the Use of IT Services and Resources](#)
- [Guidance on Digital Communications web pages](#)
- [Code of Practice on Freedom of Speech](#)
- [Student Disciplinary Procedures](#)
- [Student Charter](#)
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