

SOCIAL MEDIA POLICY

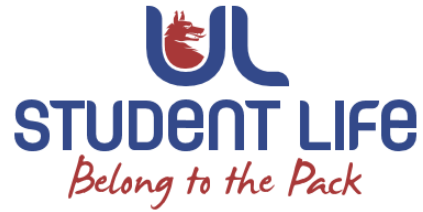
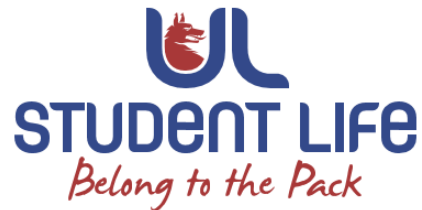


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1. PURPOSE

Social media is defined as *any interactive online media that allows instant communication and the sharing of information in a public forum*. The internet is a fast growing communication tool with numerous social media platforms, such as Facebook, Twitter, YouTube, Snap Chat, Instagram, LinkedIn and various blogs being used for interactive discussions to share information, opinions and knowledge on topics of interest. It has become the chosen medium for engaging students for events and gathering support for campaigns. As the content of social media is largely user generated, this can pose risks to students, staff and the UL Student Life organisation and brand. It is therefore the purpose of this document to outline and inform all users on campus, both staff and students of guidelines to be adhered to.

2. SCOPE

For the purpose of this policy the term “*users*” will be used when referring to staff, student officers and student members engaging with all UL Student Life and/or Clubs and Societies social media platforms.

The following groups are within the scope of this policy

- 2.1 Users and affiliates of UL Student Life social media sites such as but not exclusive to Facebook, Twitter, Snapchat, Instagram and YouTube.
- 2.2 Users of personal accounts on third party social media sites using University systems and/or equipment.

3. ROLES AND RESPONSIBILITIES

The following roles and responsibilities apply in relation to this Policy:

Governing Body

- To review and approve the policy on a periodic basis

Managers

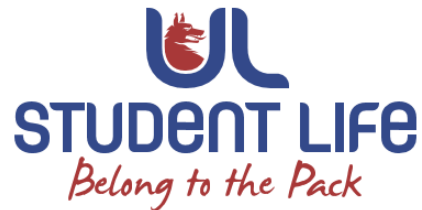
- To ensure that staff comply with the policy and to liaise with staff in the event of any breach of policy.

Staff/Students/Affiliates

- To adhere to policy statements in this document
- To report suspected breaches of policy

4. SUPPORTING STANDARDS, PROCEDURES AND LEGISLATION

Information posted to social networking sites must adhere to legislation that is in force at the time.



Particular attention should be paid to:

- [Copyright and Related Acts 2000](#)
- [Data Protection Act 2018](#)
- [Defamation Act 2009](#)

Please note there are certain additional University of Limerick and UL Student Life policies that should be read in conjunction with this document

- [The Ethical and Legal Use of Electronic Copyright Material](#)
- [Regulations on the Usage of The Internet from The University](#)
- [Code of Conduct for Users of The University of Limericks Computing Resources](#)
- [University of Limerick Students' Union Constitution](#)
- [Electoral Referendum Board Rules and Guidelines 2017-2018](#)

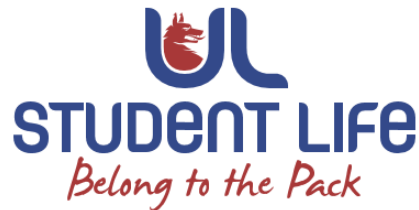
5. **CONFIDENTIAL INFORMATION**

- 5.1. Users must not disclose confidential information, or sensitive business related information through Social Media.
- 5.2. Additionally, users must always pay due regard to the provisions of the Data Protection Act, and as such ensure that they do not disclose information which could constitute a breach of the Act.

6. **POLICY**

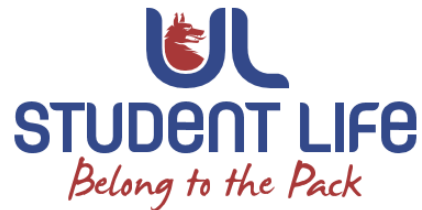
This policy clearly articulates to all users how to make best use of social media platforms in their roles without compromising personal security, current/future career prospects and/or the reputation of the UL Student Life organisation and brand and/or Clubs and Societies. Any user who creates a new UL Student Life and/or Clubs & Societies social media account or becomes an administrator of an existing UL Student Life and/or Clubs & Societies social media account must contact our Marketing and Communications Administrator Killian Stone on Killian.Stone@ul.ie to arrange social media training on our policies, best practice and recommendations and receive official branding. All administrators will be required to sign a social media undertaking confirming they have received and agreed to our policies.

- 6.1 It is the responsibility of all users to read and act in accordance with the principles of these guidelines.
- 6.2 Users should obey the Terms of Service of any social media platform employed.



- 6.3 Users should not use social media so as to contravene or breach the laws of Ireland, especially but not only in relation to: privacy rights, defamation law and data protection law.
- 6.4 Users should not post anything considered discriminatory against, or bullying or harassment of, any individual e.g. 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 or; posting images that are discriminatory/offensive or links to such content.
- 6.5 Administrators of UL Student Life and C&S social media accounts should have an added obligation to have a system in place to monitor posts on the account and where appropriate to delete posts which contravene the terms of the Policy.
- 6.6 Users should not post any material which breaches the intellectual property rights of third parties (e.g. logos, written works, diagrams, pictures, music, video/film clips etc.); where necessary the expression of permission of the rights holder should be obtained.
- 6.7 Users should not use the name of the University or UL Student Life, including any emblems or logos, to promote their own personal interest or implying the University and/or UL Student Life endorses any activity without first obtaining written consent.
- 6.8 Users should not post any material that may be deemed private and confidential to UL Student Life business without prior consent of management.
- 6.9 The following best practice guidelines to be considered before posting:
 - 6.9.1 Think twice before posting
 - 6.9.2 Identify your views as your own
 - 6.9.3 Ensure information is accurate and not misleading
 - 6.9.4 Be respectful
 - 6.9.5 Remember your audience
 - 6.9.6 Ensure all potential copyright infringements have been explored and resolved

A detailed overview of the UL Student Life Social Media Guidelines can be requested from our Marketing and Communications Administrator Killian Stone on Killian.Stone@ul.ie



7. COPYRIGHT AND SOCIAL MEDIA

- 7.1. It is important for all users to be aware that if an image is publically available online, this does not mean it is in the 'public domain' or free to use.
- 7.2. Users posting images on UL Student Life social media platforms or on behalf of UL Student Life and/or affiliates must ensure that they have permission to do so, unless the use falls within a permitted exception or is sought from imagery websites such as [shutterstock.com](https://www.shutterstock.com) and/or [pixabay.com](https://www.pixabay.com).
- 7.3. Users should be aware that providing credit for a work or perhaps a link to a webpage will not avoid copyright infringement. The holder of a copyright has exclusive rights to publish his or her work. Simply giving credit will not immunize a secondary user from a possible infringement claim.
- 7.4. When a social media account is created, users agree to the particular terms of use of the Website. These terms often include a statement certifying that the poster holds all intellectual property rights to the content that he or she is posting on the site.

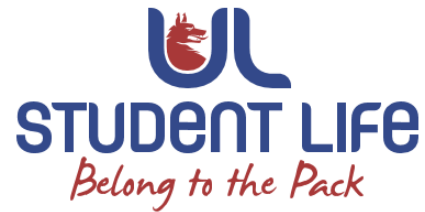
8. CRISIS MANAGEMENT

A social media crisis is defined as an online situation that has, or risks having, a negative and long- term impact on our organisation's reputation and finances.

Once an issue is identified either internally or through receipt of a complaint, it must be reported in writing to the UL Student Life General Manager at Martin.Ryan@UL.ie where it will be reviewed in full and a suitable course of action decided upon.

Upon receipt of a complaint, the General Manager may take the following actions:

- Where the GM considers it appropriate, he/she will request a social media administrator to remove the content which is the subject of the complaint, pending a full investigation.
- Any removal will be on a 'without prejudice' basis and shall not constitute any admission of responsibility on the part of the UL Student Life or any other party.
- UL Student Life has adopted a serious view on malicious use of social media by all users particularly if such use puts at risk the staff or students of UL Student Life or brings the reputation of UL Student Life into



disrepute. With this in mind, UL Student Life operates a strict **“review and remove”** procedure in these circumstances.

- Upon making a final determination on the complaint UL Student Life may
 - Reinststate or remove the content.
 - Amend the content at its sole discretion.
 - Permanently remove the content.

A complaint that involves an election campaign or candidate must be reported in writing to suelections@ul.ie where it will be reviewed and referred on to the Electoral Referenda Board (ERB).