

University Social Media Policy for staff

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1. Social Media team introduction

- 1.1 The Social Media team at the University of Greenwich is based in the Marketing and External Relations Directorate. The team works to manage key external social media channels that help the university deliver its priorities as set out in its [Strategy 2030](#), showcasing student success, excellent research and knowledge exchange, and demonstrating our values of being Inclusive, Collaborative and Impactful. The team works with colleagues in Faculties and Directorates across the university, advising on local social media management and it also assists in protecting the brand and the university's reputation.
- 1.2 Our internal communications team manages our internal social media network, Viva Engage – a place where colleagues can connect informally, share ideas and collaborate.

2. What is social media?

- 2.1 Social media sites on the internet are used for the purpose of creating, sharing, exchanging and commenting on ideas and information.

They can be used for:
 - pooling resources, or working collaboratively, both internally and externally;
 - communicating – for business and social reasons;
 - Marketing student life, programmes and support at the University of Greenwich
 - research;
 - helping to build useful relationships and to enhance the student experience.
- 2.2 Some examples of external social media sites are Instagram, TikTok, X, LinkedIn, Facebook, and YouTube.

2.3 The university positively encourages staff to take advantage of the academic, business and professional opportunities provided by social media, in line with the guidance contained within this policy.

2.4 However, increased use of these sites makes it possible for the lines to be blurred between personal and business use. It is a paramount principle of this policy that staff consider whether they are speaking on behalf of the university, or in their own personal capacity. This applies whether or not they are using university-owned devices or equipment, or their own personal devices or equipment. University-owned devices will allow for attribution to be traced back to the university, and this must be taken into account. Staff communicating with students will always be speaking on behalf of the university.

2.5 The university recognises that staff may have different types of account on external social media:

- **Marketing and recruitment accounts** – accounts created for recruiting new students, talking to prospects or marketing the university, faculties, or degree programmes should be run by staff appointed to the role of recruitment, admissions, or marketing. Content that is suitable for marketing the university should be channelled through suitable marketing channels. Always get the approval of the social media team before opening this type of channel. You can make a request to open a new social media channel by completing this form:

<https://forms.office.com/e/WM6in2txzs>•

- **Business or official accounts** – relating to the member of staff's business e.g. the university's Official twitter account @UniofGreenwich, a Facebook group that represents a department, or an official role within the university's faculties, departments and offices. These types of account are subject to the university's business acceptable rules. Where practical, the use of closed access accounts, and groups should be used to communicate and converse with current students.

- **Mixed use accounts** – which may be used for different purposes, whether personal, professional, academic or business / official. If these accounts incorporate use for business or official purposes, they will also be subject to the university's business acceptable rules when being used for that purpose e.g. advertising a university event or replying to a student's message from a Lecturer's X account.

- **Personal accounts** – which will be separate from business or official use. As a member of staff, you should be aware of your association with, and responsibilities to the university. Social media posts which directly or indirectly associate with the university, as well as any posts which could bring the university into disrepute or impact the safety of the university community, are not permitted. Remember that anything you post can reach a wider audience than you originally intended. While it is encouraged for staff to keep their online profiles under strict privacy settings where appropriate, using these settings does not necessarily prevent your content from reaching a wider audience via screenshots, bystanders or compromised security. Where there's an identifiable link between professional and personal accounts, the university would consider the above rules also apply to your personal accounts.

3. Acceptable use

- Social media sites should be used responsibly and professionally.
- Staff should not use social media sites in such a way that might cause damage to the reputation of the University.
- Defamatory comments should not be made on social media sites.
- People policies that apply offline also apply online, including our EDI policy and bullying and harassment policy.
- Members of staff should be aware that any records that they produce which are held in social media should be held within the terms of the [Information and Records Management Policy](#) and its underlying systems, including retention policies. These could for instance be training materials, assessment records, business correspondence or correspondence with students etc. Staff should also be aware that the University is subject to the Freedom of Information Act, which means that any information held by it, and by its staff on its behalf, in whatever form, including on social media sites, is liable to disclosure under the Act.
- Use of social media must comply with the university's [Information Security and Information Compliance Policies](#).
- User authentication (login) details used to access the university's network and systems must not be used to register an account on any social media used either for business or personal purposes.

- Members of staff should be aware of [copyright rules](#), and should not place copyright material on social media sites without permission of the copyright owner. These rules apply to university material including photos and logos.
- Staff should think carefully about the consequences of anything they write or send within social media sites.
- All members of staff must abide by Data Protection legislation. Third party personal data (e.g. of students) should not be placed on the internet without consent.
- All signed off social media accounts associated with the University should only be accessed via a password-controlled management system such as Orlo, and all passwords must be stored in a password management platform i.e. OnePassword.
- Training and support for such platforms will be provided by the Social Media team.
- The only exception to access your accounts outside of management platforms is when setting up paid adverts via Facebook Business Manager or an equivalent advert manager for any other platform. There may also be instances during live events when it is appropriate to post directly.
- Other confidential or sensitive or financial information should not be placed on social media sites.
- Programmes that are validated by a Professional, Statutory and Regulatory Body (PSRB) will need to abide by the PRSB social media policy and should take appropriate steps to ensure necessary compliance.
- Misuse of social media sites may be investigated under disciplinary procedures. The internal communications team may delete posts on Viva Engage if they appear to be in breach of a university policy.

Advice on any of the above can be provided by the Social Media Team. Contact us on: gresocialmedia@gre.ac.uk. For questions about Viva Engage please contact internalcommunications@greenwich.ac.uk.

Breach of this policy may be considered under the University's disciplinary policy.

Other relevant policies/resources:

- *Bullying and Harassment Policy* <https://docs.gre.ac.uk/rep/human-resources/bullying-and-harassment-policy>
- *Information Compliance Policies* <https://www.gre.ac.uk/about-us/governance/information-compliance/policy>
- *Equality and Diversity* <https://www.gre.ac.uk/docs/rep/people/equality-and-diversity-policy-statement>
- *IT policies* <https://www.gre.ac.uk/it-and-library/about/policies-and-procedures/it-policies>
- *Social Media Policy for Students* <https://www.gre.ac.uk/docs/rep/communications-and-recruitment/uog-student-social-media-policy>
- *Social Media Account request form*: <https://forms.office.com/e/WM6in2txzs>