LSST Blogs - Guidelines and Policy

At LSST, we value open communication and encourage our employees and students to share their knowledge and expertise through blogging. However, it is essential to maintain professionalism and follow guidelines to protect the interest of the writers and our organisation. In addition, ensuring their use aligns with the LSST's values, policies, and legal requirements is essential.

As an education provider, LSST is committed to upholding freedom of speech and facilitating balanced academic debate to contribute to positive social change; the LSST may occasionally endorse its students' or individuals' professional and educated opinions on its website.

This section provides guidelines for our community to follow when representing their ideas and interests through blogging. Please refer to the applicable policies while using our blogging services. It applies to all individuals who are part of LSST's community, including students, staff, and alum groups, irrespective of their location or the platform used for blogging.

1. GUIDELINES

The following procedure is to be followed when individuals wish to use the School's platform to express their ideas and opinions:

- The individual prepares several paragraphs on the topic of their choice (blogs are generally written in an informal and colloquial voice).
- The entry must be submitted to the Press Office for approval and sign-off; The Press Office will ensure the post does not breach the School's codes of conduct or policies and seek advice from senior academic staff if it has any concerns.
- Blog entry is posted on the website.

2. PURPOSE OF BLOGS

Blogs are an opportunity to showcase expertise within the School on current affairs and topics of academic interest or to raise the profile of opportunities within the School. Blogs associated with LSST should serve the following purposes:

- **Academic and Research:** Blogs can share academic and research insights, discuss scholarly works, and promote intellectual exchange within the LSST community.
- **Information and Updates:** Blogs can disseminate official information, news, research, events, and announcements relevant to the LSST's academic, research, administrative, and social activities.
- **Creative Expression:** Blogs provide a platform for academic and creative expression, allowing individuals to share their thoughts, opinions, and experiences related to various topics (such as current affairs and theoretical insights into research).

3. CONTENT GUIDELINES

- **Respect for Others:** Individuals must exercise respect and courtesy when creating and publishing content on LSST-affiliated blogs. Content should not include discriminatory, offensive, or defamatory language targeting individuals or groups based on race, ethnicity, religion, gender, sexual orientation, disability, or any other characteristic protected by law.

Refer to LSST's Equality, Diversity, and Inclusion Policy.

- **Privacy and Confidentiality:** LSST Blogs should respect privacy rights and avoid disclosing any confidential or sensitive information about LSST, its members, or third parties without the proper authorisation and respect embargo dates from authors.

Please make sure the blog abides by LSST's Data Protection Policy.

- **Intellectual Property:** Bloggers should comply with intellectual property laws and give proper credit to sources when referencing or using copyrighted materials. Plagiarism or unauthorised use of others' work is strictly prohibited.

Please refer to LSST's Copyright Policy.

- **Conflict of Interest:** If a staff member thinks something on their blog or website gives rise to concerns about a conflict of interest and concerns about the appropriateness of the posting or the protection of sensitive information about the School or individuals, this must be discussed with their course leader or line manager.

See LSST's Conflict of Interest Policy.

- **Compliance with LSST Policies and Legal Obligations:** Bloggers must adhere to all LSST policies and comply with applicable laws, including but not limited to data protection, copyright, and defamation laws.

Please see refer to LSST's Comments Policy, and Student Data Protection Policy.

4. RESPONSIBLE USE

- **Personal Accountability:** Bloggers are responsible for the content they publish on LSST-affiliated blogs. They should ensure that the information presented is accurate, reliable, and ethical and clearly state that their opinions do not necessarily represent LSST's opinions.

- **Professional Conduct:** Bloggers should uphold professional standards and avoid engaging in activities that could harm LSST's reputation or violate its policies.

- **Moderation and Monitoring:** LSST reserves the right to moderate and monitors blog content to ensure compliance with this policy. Inappropriate or non-compliant content may be removed or subject to disciplinary action.

5. LSST PRESS OFFICE SUPPORT

LSST's Press Office will guide and support individuals who wish to create and maintain blogs affiliated with LSST. In addition, support, resources, and technical assistance will be available to ensure that bloggers have the necessary tools and knowledge to adhere to this policy.