



LONDON SCHOOL
OF SCIENCE & TECHNOLOGY

SOCIAL MEDIA POLICY

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1.0 Scope

LSST recognises and embraces the benefits and opportunities that social media can bring as a tool. These include opportunities to promote the institution's success stories, develop national and international reach and improve student engagement.

Along with these benefits come the risks. These include the risk of reputational damage arising from misuse by staff, students or third parties, threats to the security of sensitive or confidential information, exposure to malware and a negative impact on productivity.

The Social Media Policy and its associated policies are concerned with managing the information assets owned by the College and used by Staff and Students of the College in their official capacities.

1.1 Principles

This policy applies to all Staff and Student and to any personal communications within a social media platform which directly or indirectly reference the College. The College has adopted the following principles, which underpin this policy:

- All information assets must be appropriately handled and managed in accordance with Published Information Policy and Approval Procedure.
- College information assets should be made available to all who have a legitimate need for them.
- The integrity of information must be maintained; information must also be accurate, complete, timely and consistent with other related information and events.

The College respects privacy and understands that staff and students may use social media channels in their private lives. However, personal communications likely to have an impact on professional standards and/or the College's reputation are within the scope of this policy.

Staff and students are expected to be aware of and adhere to the expectations of this policy, and other relevant College policies and procedures which apply in this context, particularly the Published Information Policy and Approval Procedure, Anti-Bullying and Harassment Policy, Equality and Diversity Policy, Academic Freedom and Freedom of Speech Policy, Preventing Radicalisation and Extremism Policy, and Student Code of Conduct and Disciplinary Procedures.

2.0 Social Media

Social media are powerful communication tools but they carry significant risks to the reputation of the College and its staff or students. A prominent risk arises from the blurring of the lines between personal voice and institutional voice.

Examples of popular social media sites include but are not limited to:

- Multimedia and social networking sites, such as Facebook, LinkedIn and YouTube
- Internal or external blogs and micro-blogs including Twitter
- Community discussion forums such as Yahoo! Groups and Google Groups

- Review or ratings forums such as TripAdvisor, BBC Have Your Say and MoneySavingExpert
- Wikis, such as Wikipedia
- Any sites where you can post text, photos and video, such as Pinterest, Flickr, Google+, Tumblr

3.0 Freedom of Speech and Academic Freedom

Nothing in this policy is intended to have the effect of limiting either freedom of speech within the law or academic freedom.

4.0 Guidance

Staff and students should apply the same standards of conduct online as they are expected to apply offline. Staff in particular should be aware of LSST's staff social media policy in the Employee Handbook.

Staff should be familiar with privacy settings of social networking platforms and should ensure that these are appropriate for both content and intended audience.

Social networking platforms are in the public domain and it is not always possible to be sure what is being viewed, shared or archived, even if material is posted on a closed profile or group. There can be no reasonable expectation that posts will remain private and will not be passed on to other people, intentionally or otherwise. Material published online may have the potential to be available publicly, indefinitely.

Staff and students should be familiar with and follow the terms and conditions for any social media platforms they use.

Staff and students should respect the dignity and privacy of others and should always consider how their online behaviour may affect others, and reflect on themselves and the College.

No personal information will be shared via social media sites without consent.

5.0 Use of College Affiliated Social Media Sites

A College affiliated social media site is defined as any site that could reasonably be perceived to be associated with or representative of LSST. These include Facebook accounts, website blogs, any other social media.

College affiliated social media sites should be monitored and updated on a regular basis.

The topics selected by staff are never prescriptive but Staff Blogs is an opportunity to showcase expertise on a topic of strategic interest of LSST as well as bringing members of staff together by

keeping up to date with what other colleagues are working on. The following Process should be followed:

- Staff member 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 Marketing Department for approval and sign off.
- Blog entry is posted on the website.

If a staff member thinks something on their blog or website gives rise to concerns about a conflict of interest and in particular concerns about impartiality or confidentiality, this must be discussed with the Line Manager and Head of Marketing.

Under this Policy managers will decide what is appropriate. Managers should not adopt an unnecessarily restrictive approach and should ensure that any special instructions on blogging or social media use are reasonable and explained clearly to staff.

Any news, blogs and student success stories on LSST website are approved by a moderator in the marketing team.

Any breach of this policy could lead to disciplinary action. Where a breach of this policy is reported to the College the matter will be dealt with seriously and in line with the College's Disciplinary Procedure, Acceptable Use Policy and Student Disciplinary Regulations.

6.0 External Relevant Legislation

- Data Protection Act 2018
- Human Rights Act 1998
- Regulation of Investigatory Powers Act 2000
- Freedom of Information Act 2000
- Counter Terrorism Act 2015
- Terrorism Act 2006

7.0 Prevent

In accordance with our Prevent duty under the Counter Terrorism Act 2015 we may monitor, record, and in some cases block, use of social media sites and apps.

Staff and students must also be aware of their duty to exemplify the fundamental British values in their interactions on social media in the course of their studies or employment with LSST, and that posting, sharing, or downloading terrorist or extremist materials may also be a criminal offence under the Terrorism Act 2006.

All College Affiliated social media sites, as well as the LSST Connect VLE, will feature the "Big Red Button" to allow direct reporting of extremist content found on the social media sites to the Metropolitan Police Counter Terrorism Internet Referral Unit (CTIRU).