Name of Policy: Social Media

RESPONSIBLE COMMITTEE: Academic Services
RESPONSIBLE OFFICER: Principal Bursar
LINKED DOCUMENTS: College: College Regulations Relating to the use of Information Technology Facilities; Freedom of Speech Policy; Harassment Policy; Data Protection Policy, Code of Conduct Policy.
LINKED DOCUMENTS: Other: n/a
Annual Review date: First meeting of Hilary Term

PURPOSE OF POLICY

1. The Social Media Policy is intended to mitigate the risks associated with the use of social media by students, academic and professional members of the College's staff.

POLICY

2. The College recognises the benefits and opportunities a social media presence can offer to students, academic, and professional staff. It will aim to support users of social media in engaging with the wider community whilst providing guidance on good practice to ensure such engagement is safe and responsible.

3. The College will maintain guidelines outlining the standards it expects students, academic and professional staff to observe when using social media or engaging in any form of on-line interaction, whilst directly or indirectly associated with the College.

4. The College is committed to freedom of expression and academic freedom and will recognise the primacy of these values when providing guidance on good practice regarding the use of social media.

GUIDELINES

The College requires students and staff to follow the [University of Oxford Social Media guidance](#) when using social media platforms.

5. These guidelines outline the standards the College expects its students, staff (and visitors) to observe when using social media or engaging in any form of online interaction, whilst directly or indirectly associated with the College.

6. The guidelines apply to all students and staff of the College (including visitors) and are intended to protect the College's reputation and to avoid legal and reputational issues arising.

6. With constant developments and changes in the way online interactions occur, it is important to be aware of the potential issues and risks that can arise from its misuse.

7. Students and staff should be aware that there are many more examples of social media than listed below and this is a constantly changing area. These guidelines should be followed in relation to any social media that they use.

NOTE

Social media is a broad term that is used to describe a variety of online tools, such as websites, web-based platforms and applications that are designed for online interaction. Most often it is defined as online social interaction between individuals, in which they can create, exchange, as well as share content and ideas, or participate in social networking via the use of virtual communities and networks. Any website, online application or platform that enables its users to interact with it and its visitors falls into the definition of social media.

Some examples of social media channels include Academia.edu, Facebook, LinkedIn, X (formerly Twitter), YouTube, TikTok and online blogs.

POLICY HISTORY

Date of GB approval	Brief summary of changes	Confirmation that linked documents have updated if necessary	College policy register updated
June 2016	Generation of Policy	Confirmed	Yes (Sandra Campbell)
March 2017	Policy reviewed by Committee and subsequent approval by GB	Confirmed	Yes (Sandra Campbell)
March 2018	Policy reviewed by Committee and subsequent approval by GB	Confirmed	Yes (Sandra Campbell)
Jan 2019	Policy reviewed by Committee and subsequent approval by GB	Confirmed	Yes (Sandra Campbell)
Feb 2020	Policy reviewed by Committee and subsequent approval by GB	Confirmed	Yes (Kate Doornik)
Jan 2021	Policy reviewed by Committee and subsequent approval by GB	Confirmed	Yes (Sandra Campbell)
Jan 2022	Merged Social Media Guidelines with Policy, linked Code of Conduct Policy. Policy reviewed by Committee and subsequent approval by GB	Confirmed	Yes (Iris Burke)
Jan 2023	Policy reviewed by Committee and subsequently approved by GB	Confirmed	Yes (Iris Burke)
Jan 2024	Reviewed and no amendments made	Confirmed	Yes (Iris Burke)
Jan 2025	Reviewed and no amendments made	Confirmed	Yes (Iris Burke)

Last revised: Jan 2025
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