Poileasaidh Nam Meadhanan Sòisealta
(Oileanaich)

Sultain 2014

Ri fhaighinn ann an cruth mòr (16pt)
agus gu didseatach.

Fios gu Rùnaire a' Phrionnsapail.

www.smo.uhi.ac.uk

SABHAL
MÒR OSTAIG
Ionad Nàiseanta Cànan is Cultar na Gàidhlig

Eachdraidh nan Dreachdan

Àireamh Dreachd	Ceann-là atharrachaidh	Geàrr-iomradh air atharrachaidhean
1.0	12/09/14	Aonta aig coinneamh CoCo14-03 SNI

Social Media Policy for Students

Overview and Scope

"Social media" is a category of online media that supports people talking, participating, sharing, networking and bookmarking online. Common social media platforms include, but are not limited to, online social networks such as Twitter, LinkedIn, Blackboard and Facebook, blogs, podcasts, discussion forums, RSS feeds, and content sharing sites such as Snapchat, Instagram and YouTube. The purpose of this policy is to help students develop an online social media presence that is ethical and legal while maximizing the benefits of utilising emerging social media technologies when communicating with fellow students, staff and the public.

The scope of this policy extends to all students who engage in online conversations or share content using social media sites.

It is the responsibility of each student to adhere to this policy. Where inappropriate use of social media may constitute an offence under criminal law, referral will be made to the appropriate authorities. In addition, students in breach of the policy will be liable to disciplinary action under College procedures.

There are two sections to this policy: Section A extends to students' use of social media including personal use, where this use impacts on the College, staff members, other students and the wider community. Section B outlines the additional responsibilities of students who use College social media sites, such as sites associated with Comunn nan Oileanach.

Section A: General Social Media Use

Acceptable Use

Students are personally accountable for any breach of the College's Social Media Policy, whether posting as a private individual, as part of their studies or as a member of a College Club or Society.

Students' use of social media is subject to all current College policies including the Conduct Regulations for students, the College's Acceptable Use Policy and other Security Policies and the JANET Acceptable Use Policy.

Students wishing to make a complaint about a potential breach of the College's Social Media Policies may do so through the College's Student Complaints Procedure.

Context - Posting Content to Social Media Sites

Students should presume that everything they post online will be public and permanent, regardless of the privacy settings they assume are applied.

Students should be aware that social media content may easily become available to the public, including the College, its staff and the media, and that inappropriate use could result in disciplinary proceedings or damage their reputation and future career prospects. The College reserves the right to act on any information obtained from online sources if it indicates that a student is in breach of Conduct Regulations or other College policies.

Students should be aware that that many prospective students of the College are minors (less than 18 years of age) and that interactions with these persons should not only be approached with some caution, but also that the content of conversations / responses is suitable for members of this age group.

Students should familiarise themselves with the terms and conditions of any social media site that they use and note that many companies that operate social media platforms specify that, by posting on their sites, the company is granted irrevocable, perpetual, non-exclusive license to use and distribute content for any purpose, commercial, advertising or otherwise.

Other Policies

Students should be cognisant of related College and University of the Highlands and Islands Policies including, but not exclusively:

(a) Sabhal Mor Ostaig Gaelic Policy
(b) Acceptable Use Policy
(c) Student Code of Conduct
(d) Student Disciplinary Policy
(e) Copyright Guidelines
(f) Equal Opportunities Policy

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(g) Security Policy

Relevant External Legislation
Students should be cognisant of relevant legislation including, but not exclusively:
   a) Data Protection Act 1998.
   b) Human Rights Act 1998.
   c) Regulation of Investigatory Powers Act 2000.
   d) Freedom of Information Act 2000.
   e) The Telecommunications (Lawful Business Practice) (Interception of Communications) Regulations 2000.
   f) Computer Misuse Act 1990.
   g) Copyright, Design and Patents Act 1988.
   h) Copyright (Computer Programs) Regulations 1992.
   i) The Terrorism Act 2000
   j) The Anti-Terrorism, Crime and Security Act 2001.
   k) Official Secrets Acts 1911-1989.
   l) Obscene Publications Act 1994

Review
This policy will be reviewed in three years' time unless changes to practices, technology or legislation require it to be updated before then.

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Section B: Guidelines

Posting Guidelines
The following guidelines must be considered when posting content to any social media site for any purpose, whether the content is text, images, video, audio or links to other sources. When using computers inside the college network the Acceptable Use Policy is always in force regardless of social media use.

1. Students should respect the dignity and privacy of others and should always consider how their online behaviour may affect other users and reflect on themselves and the College whether inside or outside the College.
2. Students are free to discuss the College and their experiences as a student online. However, when using social media, students must not engage in misconduct or behaviour which brings, or may bring, the College into disrepute, as set out in the *College's Disciplinary Procedure*.
3. Special care must always be taken when dealing with any content related to children and vulnerable adults.
4. When participating in a social media site as part of their studies, work placement or as a member of a College Association, Club or Society, students should conduct themselves in a professional manner that fully adheres to this policy and related policies.
5. A student's online profile may reference the College's name as their place of study, but it needs to be made clear that any comments/posts made by the account holder are personal. A disclaimer such as "The views I express here are mine alone and do not necessarily reflect the views of my place of study" will help clarify this.
6. When undertaking a period of work placement, students should familiarise themselves and comply with their employer's social media policy in addition to the College's Social Media Policy for Students.
7. Students who undertake paid duties as an employee of Sabhal Mòr Ostaig must also comply with the Social Media Policy for Staff.
8. While they are not acting on behalf of the College, students must be aware that they can have an impact on the College's reputation if they are identified as being College students even when using social media outside the College. With reference to this, students, must not use social media for any of the following under any circumstances:
   - To post inappropriate, discriminatory or defamatory comments including comments about other students, staff, or work placement employers or their clients
   - To bully, harass or intimidate other students, staff or members of the public
   - To post threatening, obscene or profane comments
   - To express or support sexist, racist, sectarian or homophobic views
   - To express support for illegal activities or organisations
   - To disseminate misleading information
   - To share confidential or sensitive information
   - To distribute sexually explicit or offensive content
   - To infringe or violate someone else's rights
   - To post personally identifiable information that could be used to locate any individual without that person's permission
   - To post content that could create a security risk for the College, its staff or students in any way which may be unlawful

In addition to the above points when using computers inside the college network the Acceptable Use Policy is always in force.

Unauthorised use of another student's social media account
All students should ensure that any social media accounts they use are secure and that no other person can access them without authorisation. You should never leave e-mail or social media accounts open on college computers, even if you will be returning in a few moments. You should also ensure the security of any mobile device that you use and also the security of any device in your accommodation including in any communal area such as kitchens or sitting rooms.

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Students should never access another person's social media account without their authorisation. Potential problems include:-

- posting public comments which are then attributed to the accounts owner,
- changing the user's personal information
- sending private messages to other users pertaining to be the account owner
- reading messages previously sent by the account owner

Unauthorized access of a computer account falls under the Computer Misuse Act 1990.

Photographs
Students should take care when tagging others to pictures or posts on social media and respect any student who does not want to be tagged. Think about how that person will feel if their family or employer see the photo or post before they do.
Students should not use pictures of another student without their prior permission.
Students should not print pictures of another student without their prior permission (particularly on college printers).
Students should be aware that photographs taken on College premises reflect on the College.

Recruitment
The College will not refer to social networking sites when assessing student applications and job applications unless such sites are specifically highlighted in the application. The College will assess all applications only on the information provided.

Use of College Affiliated Social Media Sites

Social Media Site Creation
A College-affiliated social media site is defined as any site that could reasonably be perceived to be associated with or representative of Sabhal Mòr Ostaig or is used for informal communication between students with regards to life at the College. This includes sites associated with recognised projects (e.g. a student society) or Student Association Clubs and Societies, along with any social media sites that, by their content or look, could be perceived as being associated with Sabhal Mòr Ostaig.
Any student wishing to establish a College-affiliated social media site must obtain approval:
- *from Comann nan Oileanach for recognised Clubs and Societies*
- *From their Head of Studies for any other College-affiliated site*

Any queries relating to the establishment of a College affiliated social media site should be emailed to *mm2.smo@uhi.ac.uk*. If you are in any doubt as to whether your site could be reasonably perceived as being affiliated to the College, you should seek advice before proceeding.
Sabhal Mòr Ostaig reserves the right to monitor any social media sites that affiliate themselves with the College and, where necessary, to request the removal of sites that reflect negatively on the College or the removal of content that infringes on the College's copyright or implies an unauthorised association, e.g. references to Sabhal Mòr Ostaig or SMO, the SMO logo and related imagery.

Responsibilities of Site Administrators
If you set up a College-affiliated social media site, you effectively become the administrator for that site on behalf of the College and are responsible for maintaining the site and moderating content. It is important that at least one other student shares administrator responsibilities for the site and has access to the login details in order to ensure continuity and to assist with moderation.
College-affiliated sites must be registered. Note that the form requires confirmation that Comann nan Oileanach or Head of Studies has approved the creation of the site and must include contact details of two site administrators.
The site administrators must maintain the security of account passwords and are fully responsible for any actions that take place using the account. If a site is no longer required, administrators should deactivate or permanently delete the account as appropriate.
Care should be taken when naming accounts to maintain consistency and to ensure accounts can be easily identified as College-affiliated accounts.

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Site administrators must have an understanding of the basic principles and etiquette associated with the management of an effective social media site.

Inclusivity

Social media is a phenomenon which is constantly changing and evolving. Not everyone uses social media due either to concerns about privacy and data security or because of the cost of devices needed to access them. When using social media to disseminate information you should be careful that you do not exclude anyone not using the social media platform you have chosen. If you want to encourage general student participation in a particular event you should also consider using the college email system and relevant notice boards. Social media should be used as a supplement to established forms of communication used within College life not as a replacement for them.

Organising events using social media

Social media is a powerful tool for ensuring good participation at events. However there is the potential that the person organising the event could lose control of it once details are made available over social media. Any social media page advertising an event held on the College premises must make it clear who is organising the event (SMO, CnO, UHISA, SEALL etc or an individual).

Information on any event where the College will be operating a licenced bar should be agreed with the Facilities Department prior to dissemination using social media together with a rough estimate of numbers and likely requirements for staffing and security. Students should not use social media to invite large numbers of non-students onto the premises without prior authorisation from the College.

Student Social Media and Student Associations

Comann nan Oileanach Sabhal Mòr Ostaig (CnO) is the principal student association for all Sabhal Mòr Ostaig students at all levels and modes of study and was founded to represent students to the college and external groups. Students may also be affiliated to other student groups such as The University of the Highlands Student Association (UHISA) or its clubs and societies, The National Union of Students (NUS), The Association of Celtic Students of Britain and Ireland (ACSBI), Scottish Student Sport (SSS) or if they are an exchange student from another institution they may also still be affiliated with that institution's student association. Our students are encouraged to participate in the wider student movement, but should refrain from representing their views as pertaining to be an SMO student to any student forum without first informing the CnO hierarchy and should ensure that they do not post anything that could be damaging to CnO or conflicts with any established CnO position.

Students should not use the logo of CnO or any student association without prior permission.

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