GALWAY BUSINESS SCHOOL

Social Media Policy

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14 Social Media Policy

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V1.0	Approval in full of the policy by the Governing Body	04.11.2019	06.01.2020

14.1 Introduction

Social networking and social media are powerful communication tools which can have a significant impact on organisational and professional reputations. Galway Business School embraces the responsible use of social media to communicate and build relationships with prospective and current students, alumni, employees, parents and community members. At Galway Business School (GBS), we recognise that social media have become increasingly important and influential communication channels that involve the expression of both personal and professional opinions, the sharing of links, images and other information.

GBS recognizes the exposed and ever-changing purposes of social media, which can blend, at times, personal and professional roles. GBS supports free and open expression and the use of social media as a tool to accelerate teaching and learning. Both in professional and institutional roles, employees and students need to follow the same behavioural standards online as they would in real life. The same laws, professional expectations and guidelines for interacting with students, parents, alumni, media and other Galway Business School associates apply online as they do in the real world.

This policy provides guidance to staff and students on how to safely and productively use social media to maximise the range of benefits it offers whilst mitigating associated risks.

14.2 Policy Purpose

- To provide staff and students with information on GBS's requirements and expectations regarding social media
- To protect GBS, its staff and students' personal and professional profiles and reputations in the social media space
- To ensure that the image and reputation of GBS as an institution is not compromised in any way
- To promote the effective and innovative use of social media
- To ensure a consistent approach to social media across the faculty
- To set out the responsibilities of users of corporate social media accounts
- To clarify the expectations of staff and students using social media in an individual professional or personal capacity

14.3 Definitions

Social media are websites and applications that enable users to create and share content or to participate in social networking. Examples of social networking websites are Blogging, Twitter, Facebook, YouTube, Wikis etc.

Social media is a fundamental way in which we communicate:

- Social media is about connecting, conversing, helping others and sharing.
- Social media is a valuable resource to learn, be entertained, conduct research, promote news and events and also to contribute to topical conversations.
- Social media content is indexed in search engines, which means that the content you post on public networks is traceable on Google for example.
- Social media is a resource for news, but you should fact-check any news or information that you are sharing. Fake news is a growing trend on social media.

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

- LinkedIn
- Twitter
- Facebook
- YouTube
- Instagram
- Snapchat
- Flickr
- Yammer
- Yahoo/MSN messenger
- Wikis and blogs
- Weibo 5
- WeChat
- Whatsapp Page administrators reserve the right to remove user-generated content or comments in accordance with this policy for the safety and security of GBS and our audiences.

14.4 Social Media Etiquette

Users must at all times use social media sites in a responsible manner, having due regard to the rights and reputation of GBS and of others. In particular, users are required to comply with the following rules:

- Do not use social media so as to contravene or breach the laws of Ireland, specifically concerning privacy rights, defamation law and data protection law.
- Conduct themselves in a manner which demonstrates respect for GBS's staff, fellow students and property, and for other members of the local community in general.
- Do not use social media sites to engage in any form of bullying or behaviour which is illegal or likely to cause harassment to others (e.g. stalking, grooming of minors, etc.).
- Do not excessively duplicate previously posted communications (other Users may consider this as spam).
- Do not breach others' privacy through sharing or promoting private information, images or other content.
- Do not impersonate any other person nor engage in trolling (i.e. intentionally insulting and harassing people via the Internet).
- Do not post any material which breaches the intellectual property rights of third parties (e.g. logos, written works, diagrams, pictures, music, video/film clips, etc.).
- Do not post material which is confidential and proprietary to the university or which could have the effect of damaging the reputation of the university or the privacy or reputation of any third party.
- Ensure that information posted is accurate and not misleading.
- Do not post or promote content which harasses, bullies or otherwise intimidates.
- Do not repeatedly make unwanted or unsolicited contact with another person.
- Do not post material for the purpose of embarrassing people or which will bring that person or GBS into disrespect.
- Do not use the name of GBS, including any emblems or logos, to promote their own commercial objectives or activities.
- Respect GBS time and property: GBS IT Resources are reserved for the use of Staff and Students for academic-related business, research and study.

Failure to act in line with the above may result in GBS taking disciplinary action.