



# Policy and Procedure

## Social Media Policy

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# Social Media Policy

## 1. Introduction

NASMA encourages the safe and effective use of social media for all its members and its staff. Social media is generally regarded as the interaction between people using website and internet applications to create, share and exchange content, ideas and opinions. The rise in social media has resulted in fundamental changes in the ways individuals, groups and organisations communicate. Members, including the Board, should be able to use personal social media accounts to showcase their NASMA membership, accreditation or other involvement with the organisation in a manner that might demonstrate their achievements and professionalism within the sector.

Social media is currently one of the most popular uses of the internet and has many benefits; it allows users to communicate easily and immediately with people they wouldn't otherwise be able to. However, there are also risks associated with social media which must be recognised and considered.

The classification of activity regarded as social media includes, but is not limited to:

- Social networking (e.g. Facebook, LinkedIn)
- Blogs (e.g. Twitter)
- Social photo and video sharing (e.g. YouTube, Flickr)
- Collaborative projects (e.g. Wikipedia )
- Virtual social worlds (e.g. Second Life)
- Virtual game worlds (e.g. World of Warcraft)
- Jiscmail.
- Email addresses

## 2. Purpose and Aims

This policy has been created to:

- Protect Members from the potential risks of social media use
- Provide guidance to Members and NASMA staff using social media
- Set out the general principles that members should adhere to when using social media, for their own safety and the safety of others

### **3. Scope**

3.1 This policy is applicable to all NASMA members and staff who may be using social media/ the internet to communicate:

- Content that identifies them as NASMA members or staff
- Content relating to others members within NASMA
- Content created for NASMA.

### **4. Policy Statement**

#### **Unacceptable content**

It is expected that members will act in a responsible and ethical manner when using social media, always treating others with dignity and respect. Regardless of the privacy settings applied to each site, members should assume that any content posted on social media is publically visible and permanent. Members should be aware that even if content is deleted, it may not be permanently removed. Each individual is personally liable and will be held accountable for the content that they post.

Unacceptable content includes, but is not limited to, content that is:

- Abusive
- Commercially sensitive
- Confidential
- Defamatory
- Discriminatory
- Fraudulent
- In violation of copyright laws
- Indecent
- Likely to be considered bullying or victimisation
- Likely to be considered harassment (related to protected characteristics)
- Likely to be considered offensive
- Likely to cause reputational damage
- Likely to identify an individual, without the permission of the individual
- Likely to promote violence or terrorism
- Malicious
- Misleading
- Obscene
- Offensive (for example, racially, religiously, sexually or politically)
- Pornographic
- Unlawful

Acceptable content may include:

- Promotion of NASMA membership/accreditation
- showcasing work achievements
- networking with colleagues.
- Sharing articles and information relevant to student funding/money.
- Engagement in training and development, i.e. regional meetings, conference etc.

Members must not attempt to access or use someone else's social media profile without their permission.

If members are found to be in breach of these guidelines, the sanctions will be discussed at board level. Exclusion from JISCMail being one option. This is as defined within NASMA's Acceptable use Policy

If a member become aware that content of this nature has been posted by someone connected with NASMA, they should report their concerns in writing to the NASMA Office staff in the first Instance at: [office@nasma.org.uk](mailto:office@nasma.org.uk). The Vice Chair Communications will have the responsibility of addressing these concerns at Board level.

## **4.2 Personal safety**

Members should endeavour to keep themselves safe at all times when using social media. Information such as postal addresses, email addresses, telephone numbers and bank details should never be posted online. Users should also be wary of posting personal details, photographs or details of their current location on social media sites, particularly if links to NASMA can be identified from their activity.