Social Media Policy

Version number	Date approved (including committee)	Reason for production/revision	Author	Proposed next review date
V1.0	May 2022 ExCo	Identified gap in communication policy	Head of Marketing	Biennially and as required
Related policies				
• Acceptable use of IT Policy • Bring your own Device Policy • Email use Policy • Student Disciplinary Policy • Student Complaints Policy • Single Equality Policy • Safeguarding Policy • Staff Communication Policy • Code of Conduct				
External Reference				

1. Background

1.1   This policy aims to offer guidance and direction on the use of social media while studying or employed at The Institute of Contemporary Music Performance (ICMP).

1.2   While social media can offer many social, academic and professional benefits, there is an inherent risk attached to its use, and this policy can make individuals aware of the impact that misuse of social media can have on themselves, their fellow students, members of staff/colleagues and ICMP's reputation.

1.3   The policy advocates the use of social media, but encourages a cautious and considered approach, while outlining the standards of conduct expected from students.

2. Overview

This policy covers:
- Freedom of speech/academic freedom
- Social media use in teaching and learning
- Social media use and personal life
- Expected standards of behaviour when using social media
- Cyber bullying via social media
- Intellectual property concerns on social media
- Use of ICMP's brand and name
- Monitoring
- Data protection
- Guidance on breaches to the policy and potential consequences

3. Principles

3.1   ICMP recognises and embraces the benefits and opportunities that social media can bring as a tool. It can be used to share news, information and successes, keep the ICMP community up to date with important developments and promote healthy academic debate about controversial subjects and areas of research. There is, however, an inherent risk involved in using social media, in that, it is an instantaneous and far-reaching form of communication and inappropriate use can impact upon staff, students and the reputation of ICMP.

3.2   This policy provides information for students and staff as to the appropriate use of social media when connected to their status as a student or employee at ICMP, or when directly or indirectly referencing ICMP or any member of the ICMP community.

4. Scope of the policy

4.1 For the purpose of this policy, social media is defined as any online interactive channel which encourages participation, interaction and exchanges. This includes existing platforms and any new applications that emerge as well as blogs, discussion forums, instant messaging and any website allowing public commenting or posting.

4.2 This policy applies to all students/staff and to any personal communications within a social media platform which directly or indirectly references ICMP or any member of the ICMP community.

4.3 This policy applies to social media communications made at any time, whether privately or publicly, and from anywhere, including away from campus and on personal devices, whether to an individual, to a limited group or to the world.

4.4 ICMP acknowledges that students/staff may use social media in their private lives and for personal communications. Personal communications are those made on, or from, a private social media account, such as a personal page on Facebook or a personal blog. In all cases where a private social media account is used which identifies ICMP, it must be made clear that the account holder is a student at ICMP to avoid the impression that views expressed on or through that social media account are made on behalf of ICMP. In all cases where a personal communication references a member of the ICMP community the individual must be aware that ICMP will treat actions that, for example, threaten, harass or bully such a member of the ICMP community as falling within this policy.

5. Freedom of Speech and Academic Freedom

5.1 Nothing in this policy is intended to have the effect of limiting either freedom of speech or academic freedom, subject to that freedom being exercised within the law. Students are encouraged to use social media to engage in academic exploration.

6. Using social media as a teaching and learning tool

6.1 Where social media is used as a teaching and learning tool through official ICMP websites and accounts, all students/staff must read, understand and agree to the terms of use of the website/platform and ICMP's terms and conditions relating to the use of social media in this context before accessing and posting content on social media in a teaching and learning context.

6.2 When any social media platform is used as a tool to enhance education and student experience (for example as a discussion forum or as a tool for mentoring) by ICMP, students/staff must comply with the requirements of this policy and comply with any additional rules and protocols that relate to that specific use.

6.3   Digitally mediated content made available via ICMP learning systems, be these podcasts, video interviews, or any other content, are subject to the same restrictions and protections as lecture-recordings and are not to be shared by students or staff, or used for any purposes beyond study/delivery of the particular module or as indicated by ICMP.

7. Social media in your personal life

7.1   As an ICMP student, or employee, you should be aware of your association with and responsibilities to ICMP, and ensure that your profiles and related content are consistent with:

• ICMP's policies, including but not limited to, data protection, dignity, electronic mail usage and information security

• your student/employee contract with ICMP

• how you would wish to present yourself – including to future employers

7.2   You must also be aware of the potential impact and permanence of anything which you post online. Therefore, you should avoid posting anything online that:

• you would not wish to be in the public domain; and/or

• you would not be willing to say personally to the face of another individual

7.3   You should also be aware that any digital material that you post online could reach a wider audience than you would have expected or intended. Once digital content has been created and shared, you will have limited control over its permanence and audience. ICMP may treat it as foreseeable that information posted on any social media platform will be disseminated to the world at large, and therefore it will not be open to a student or employee to claim as a defence to any disciplinary action that they did not anticipate that content that otherwise breaches this policy would be revealed to third parties other than the intended recipient.

8. Expected standards of behaviour

8.1   Students and staff are personally responsible for what they communicate on or through social media and they must adhere to the standards of behaviour set out in this policy and any related policies. They shall also be deemed responsible for the actions of others (both within and outside the ICMP community) who share content that they have posted.

8.2   Communications on social media must be respectful at all times and in accordance with this policy. Use of social media must not infringe on the rights, or privacy of other students, or staff and students must not make ill-considered comments or judgments about other students, staff or third parties.

8.3   Students and staff must take particular care when communications through social media can identify them as a student or employee of ICMP, other students, or other related individuals.

8.4   All use of social media must comply with ICMP's policies noted on the cover sheet.

8.5 The following non-exhaustive list may, according to the circumstances, be considered to be of an unacceptable nature and should never be posted:

- confidential and/or commercially sensitive information (which may include lecture capture, research not yet in the public domain, information about fellow students or staff or personnel matters, non-public or not yet approved documents or information);

- details of complaints and/or legal proceedings/potential legal proceedings involving ICMP;

- personal information about another individual, including contact information, without their express permission;

- comments posted using fake accounts or using another person's name without their consent;

- material, including images, that is threatening, harassing, discriminatory, illegal, obscene, indecent, defamatory, or hostile towards any individual or entity, or amounts to a misuse of private information or breach of confidence;

- any other posting that constitutes a criminal offence (including under the Communications Act 2003 section 127 and the Criminal Justice and Courts Act 2015 section 33);

- anything which may bring ICMP into disrepute or compromise the safety or reputation of students, former students, staff, former staff, and those connected with ICMP

8.6 ICMP has well-established routes for students to raise any dissatisfaction or concerns that they may have such as the Student Complaints Procedure. Concerns must be raised through such procedures, not on social media.

8.7 Staff should raise any dissatisfaction or concerns that they may have to their line-manager in the first instance.

9. Cyber Bullying via social media sites

9.1 ICMP will not accept any form of bullying or harassment by students of members of ICMP staff, students or other members of the ICMP community.

9.2 The following examples illustrate the types of behaviour, displayed through social media communications, which ICMP considers to be forms of cyber bullying:

- maliciously spreading rumours, lies or gossip

- intimidating or aggressive behaviour

- offensive or threatening comments or content

- Posting private images of an individual without consent (including, but not limited to, private sexual images of an individual)

- Sharing unwanted images (including sexual images)

- posting comments/photos etc. deliberately mocking an individual with the intent to harass or humiliate them

- Sending messages or posting comments with the intent to trick, force or pressure the receiver into doing something that they would not otherwise be comfortable doing (grooming)

9.3 Cyber bullying may also take place via other means of electronic communication such as email, text or instant messaging.

9.4 Any student who is experiencing cyber bullying by another student or a member ICMP staff, will have the full support of the ICMP.

10. Intellectual Property

10.1 Students and staff must ensure that they have permission to share any third-party materials, including all images, photographs, text and videos, before uploading them to or linking to them via social media and, where sharing is permitted, should ensure that such materials or shared links are credited appropriately. In particular, students would not share ICMP materials, including but not limited too lecture handouts, slides and examination papers, by social media unless they have express permission to do so.

10.2 In addition, all students/staff must check the terms and conditions of a social media account and/or website before uploading material to it; by posting material to social media accounts and/or websites, you may be releasing ownership rights and control of the content. For this reason, you must exercise caution in sharing all information.

10.3 ICMP is not responsible for, nor does it hold any ownership, of any content posted by its students, other than content posted by students using ICMP accounts, or in the course of their duties, as a form of professional communication.

11. Brand

11.1 ICMP's name, identity and logo may only be used with prior permission from the Marketing team (marketing@icmp.ac.uk)

11.2 Students and staff are prohibited from creating new accounts that use the ICMP name, identity or logo. If there is a requirement for a new channel this should be discussed with the ICMP Marketing team in the first instance.

12. Roles and responsibilities

12.1 ICMP students and staff are responsible for:

- ensuring that any use of social media is carried out in line with this and other relevant policies;

- informing the relevant staff/teams (Academic/Marketing) when an institutional account is to be used;

- seeking relevant authorisation for official posts prior to publication; regularly monitoring, updating and managing content he/she has posted;

- adding an appropriate disclaimer to personal accounts when the institution is named;

- Ensuring that posts made to accounts where the institution is not named do not, for example, threaten, harass or bully a member of the ICMP community.

  and

- reporting any incidents or concerns in line with section 15 below

13. Monitoring

13.1 ICMP reserves the right to monitor, intercept and review within the law, without further notice, student activities using its IT resources and communications systems, including but not limited to social media postings, to ensure that its rules are being complied with and such activities are for legitimate purposes.

13.2 The use of social media may be monitored by ICMP in accordance with the Acceptable Use of IT Policy.

14. General Data Protection Regulation, Data Protection Act 2018 and Freedom of Information Act 2000

14.1 The General Data Protection Regulation and the Data Protection Act 2018 apply to social media as it does in other contexts. You must ensure that all posts comply with these legal requirements. A student or staff member who posts personal information of a third party on social media may be a data controller.

14.2 No personal information, including photographs and videos, should be shared on social media without the consent of the individual to whom it relates. Students / staff should, therefore, never post other students' and/or staff and/or a third party's personal information without their consent. Personal information is defined broadly as "any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person"

14.3   The Freedom of Information Act 2000 may apply to posts and content that you have uploaded to official ICMP channels, or any other website belonging to a public authority. As such, if a request for such information is received by ICMP (or other public authority), the content that you have posted may be disclosed.

15. Incidents and response

15.1   Where a breach of this policy is reported, ICMP will review the circumstances and decide on the most appropriate and proportionate course of action, which may include referring the matter to be dealt with under a different procedure.

15.2   Where students or staff are in receipt of any content considered to be in breach of this policy, this should be reported to ICMP via the complaints@icmp.ac.uk e-mail address.

16. Consequences of a breach of this policy

16.1   Any breach of this policy may result in disciplinary action up to and including exclusion/termination of registration or employment.

16.2   Disciplinary action may be taken regardless of when the breach is committed and regardless of whether any ICMP equipment or facilities are used in committing the breach.

16.3   Where conduct may be a criminal offence, ICMP may report the matter to the police. Beyond that, any member of staff, student or third party may pursue legal action against you, if they choose to do so.

17. Reporting

17.1   Any complaints received under this policy will be reported, on an anonymised basis where appropriate, to the relevant body within ICMP.