

The Guidelines, Social Media Policies and Strategies of *Leicester Vaughan College*

Ulla Rajala, Social Media Co-ordinator

1. Introduction

1.1 Leicester Vaughan College (LVC) seeks to improve its social media presence. This will include its members, prospective students for degree programmes and short courses, and its groups of stakeholders. In particular LVC is keen to promote itself to the Leicester and Leicestershire community, the adult and higher education communities nationally and internationally, the co-operative community nationally and internationally, and to other interested groups.

1.2 In particular, it is LVC's explicit intention to raise its profile ahead of marketing and crowdfunding in later 2021. Social media actions should therefore support this.

1.3 LVCs social media accounts currently are:

1.3.1 Facebook: Leicester Vaughan College - LVC Page

1.3.2 Twitter: @VaughanCoop account

1.4 This policy establishes guidelines for those using LVC's social media accounts on its behalf by various directors, tutors, administrators, managers, volunteers, and members, hereinafter 'Users', explicitly authorised by the Board of Directors, or a General Meeting of LVC. It is designed to provide clear boundaries for those managing LVC's social media, in order to minimise the risk of reputational damage and in the worst case any legal disputes.

2. Position statement

2.1 This document is based on benchmark documents provided by the guidelines of the Department of Archaeology at the University of York (Hadley and Rayner 2012) and the Social Media for Staff Policy Template (JISC 2014). It should be seen as guidance only (but see section 5) and not taken to replace proper legal advice in any problematic cases.

2.2 LVC uses social media to supplement its website. LVC will restrict its official use to authorised representatives who will communicate in its name, and will encourage staff and volunteers to make effective and appropriate use of it. Within the social media channels of LVC, LVC expects its members to follow these guidelines and a membership implies approval.

3. Scope of the Policy

3.1. This policy relates to LVC's corporate accounts only, and not personal accounts which do not make reference to LVC. If these accounts do make reference to LVC, then a disclaimer should be included such as: "the views expressed here are my own".

4. Roles and Responsibilities

4.1 LVC is a Community Benefit Society and social media content should be seen as commercial, but non-profit communications; LVC may have sponsors for different activities and the content from the sponsors will be named where possible.

4.2. There are clear lines of responsibility for social media use within LVC.

4.2.1 *Social Media Co-ordinator* is responsible for

- External Social Media communication on the behalf of LVC, but not the website or internal communications towards the membership
 - Actively seeking for new members and students as well as promoting diversity
 - Moderating different social media platforms
 - Taking a lead role in responding to and investigating any reported incidents
 - Following a shadow system with other Users being able to edit posts
 - Keeping up to date with technology, platform and policy developments
 - Reporting annually to the Board of Directors and to the membership at the AGM
- 4.2.2 *The Board of Directors* of LVC is responsible for
- Approving the most recent social media policy document
 - Overseeing that the Social Media Co-ordinator as well as the Users follow the policy
 - Reporting any issues or outcomes to the Social Media Co-ordinator
- 4.2.3 *Transition manager* (staff) of LVC is responsible for
- Posting paid advertisements on any suitable social media platforms
 - Prompting the Social Media Co-ordinator in relation to any deadlines and other relevant events, courses or degrees requiring social media entries
 - Being the second point of call, if there are any incidents
- 4.2.4 *The Users* are generally responsible for
- Knowing the contents of this policy and its procedures, and implementing them
 - Prompting the Social Media Co-ordinator in relation to deadlines, courses, degrees and other relevant events requiring social media entry
 - Agreeing with the Social Media Co-ordinator upon the official and event-based use of an institutional account and setting up any event-based accounts
 - Ensuring that all Users attending any events with live or active social media use are made aware of the policies of LVC, accessible online
 - Adding an appropriate disclaimer, such as “the views expressed here are my own”, to personal accounts, if relevant
 - Reporting any incidents in line with Section 5 below

5. Behaviour and Disciplinary Policy

5.1. LVC requires that all Users in their official role implement this policy. The members are expected to follow the guidelines when engaging with any LVC social media platform.

5.2. The Users should not use social media to infringe on the rights and privacy of colleagues or make ill-considered comments or judgments about colleagues. Any criticism should be constructive and evidence-based. Any postings raising any issue (i.e. as below) should be removed as soon as possible.

5.3. Unacceptable conduct (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) by any party on a LVC social media platform will be reported to the Social Media Co-ordinator. The members or Users breaching the guidelines will be blocked or removed from a platform, and the members risk losing their membership. Transition Manager will take appropriate action when necessary, guided by the Board of Directors. Where conduct is illegal, LVC will report the matter to external agencies.

6. Security and Privacy

6.1. The Users are responsible for ensuring that passwords and other access controls for the social media accounts of LVC are of adequate strength, kept secure, and regularly changed, and under no circumstances should passwords be shared outside the authorised Users. LVC will keep security software up to date.

6.2. The Users must try to ensure that in filmed or photographed events the audience is aware that this recording takes place and the material will be shared as promotion and the individuals can deny consent and this will be respected. If any event has children present, LVC will take extra care and try to ensure that any necessary written consent is acquired from a parent / carer.

6.3. When live-tweeting, the Users should discuss the right to record with the scholars presenting, and if unsure, restrict the shared images to the presentations' title page only.

6.4 No personal information will be shared via social media sites without consent. Authorised Users are responsible for ensuring appropriate informed consents are in place. The personal information of the Users and General Public must be safe and conform to the GDPR regulations.

7. Social media platforms

7.1 Facebook page

- is administered by authorised Users through their private accounts,
- is used to promote LVC and recruit new members, students and donors.
- presents longer original messages, mainly on LVC courses and events
- gives also content on relevant conferences, seminars, [free] courses, resources, and major PhD positions and jobs,
- uses Facebook Page Insights to follow the impact the page,
- uses neutral, enthusiastic tone and a voice of an educational community benefit society,
- will be blocking content that violates Section 5.

7.2. Twitter account

- sends shorter messages and selected retweets to promote LCV and increase interactivity,
- uses hashtags (#) to join discussions or 'threads' on #lifelonglearning and others,
- makes explicit that retweeting does not mean endorsement,
- uses Twitter analytics to follow the impact and Tweetdeck to schedule tweets,
- will be somewhat more informal than Facebook use, but Section 5 stand.

7.3 Instagram account

- will be launched when physical teaching sessions and events return,
- will post images and posters from and for teaching and events.

7.4. LinkedIn group and page

- will be launched through authorised Users' private account,
- will allow professional networking and marketing.

References

Hadley, P., and Rayner, H., 2012. *Social Media and the Department of Archaeology: A guide to using social media for staff and students*. University of York, Department of Archaeology.

JISC 2014. Legal Information. Social Media for Staff Policy Template, <http://repository.jisc.ac.uk/6199/1/social-media-policy.docx> (accessed in February 2021)

This social media policy has been approved by the LVC Board of Directors on 10th March 2021.

Any questions relating to this policy should be addressed to the Social Media Co-ordinator who can be contacted via e-mail (um_rajala [a] hotmail.com). The right of interpretation lies with the Board.