MORLEY COLLEGE LONDON

Social Media Policy

October 2017

Equality Analysis Screening

Equality analysis is a way of considering the effects on different groups protected from discrimination by the equality act. Consider if there are any risks within this policy that will adversely affect a particular group or a variety of groups. Are there any changes that need to be made to the policy its self or additional actions that need to be made to mitigate the risks? The protected characteristics are:

- Race
- Gender
- Disability
- Age
- Sexual Orientation
- Gender reassignment
- Religion and Belief
- Maternity and Pregnancy
- Marriage and Civil Partnership

Risks identified:

There is a risk that social media activity on behalf of the College by staff or students may offend/discriminate groups listed above.

As a result this policy includes section 7 which provides guidance for staff on safe and responsible social media use highlighting what behaviour is unacceptable across social media.

It also highlights that offensive social media activity on College related matters can be a disciplinary matter.

The Social Media Appendix also provides further guidance on online communications best practice.

Evidence used:
(data, consultation)

Guidelines provided represent sector best practices are modelled on social media guidance provided across the education sector. Policies across HE, FE and Adult learning were reviewed to identify best practices.

Dose this policy need a further action before it can be approved?
(changes made to policy or further equality analysis needed) - TBC

MORLEY COLLEGE LONDON
Social Media Policy

1. INTRODUCTION AND PURPOSE

1.1 This policy has been created to facilitate the usage of social media to build the brand reputation of the College and increase awareness of its offerings amongst is prospective and existing student audiences. The purpose of the policy is to ensure that usage of social media for the College is effective as possible

- It covers engagement across official college-wide social media channels managed by the Marketing and Communications team.

- It also provides guidance for staff and students wishing to set up or administer new social media channels on behalf of the College or use their own personal channels to promote the College.

1.2 This policy also aims to ensure that communications across social media made on behalf of the College adhere to its responsibilities outlined under legislation.

Relevant legislation includes: the Equality Act 2010; the Regulation of Investigatory Powers Act 2000; the Telecommunications (Lawful Business Practice) (Interception of Communications) Regulations 2000; the Communications Act 2003; Data Protection Act 1998; the Human Rights Act 1998 and the Defamation Act 1996.

1.3 This policy replaces the Social Media and Social Networking Policy approved November 2013.

2. POLICY OBJECTIVES

2.1 This policy aims to meet the College's Strategic Goal 1, to create outstanding learning opportunities by achieving objective 1A offering a demand-led diversified and progressive curriculum. It does this by providing staff with a framework of how social media can be used as an enabling tool to increase course awareness amongst student audiences.

2.2 This policy also aims to meet the College's Strategic Goal 2, to deliver an outstanding student experience supporting achievement of Objective 2B, meeting diverse learning needs. It supports usage of social media to drive student satisfaction and retention.

2.2 This policy clarifies the channels, which are administered by the Marketing and Communications Team.

2.3 This policy also provides clear guidance for staff and students who wish to set up their own social media channels to support College-related activities, which are not administered by the Marketing and Communications Team.

2.4 In addition this policy also aims to provide guidance regarding communication best practices across social media when representing the College.

3. SCOPE OF POLICY

3.1 This policy is addressed to all Morley College London staff and students engaging or planning to engage in communications across social media channels with the aim of supporting College-related initiatives.

3.2 This policy does not cover communications that students and staff make across their own social media personal channels, which are not linked to their work or study at Morley College London.

4. RESPONSIBILITY STRUCTURE

4.1 The Head of Marketing and Communications (HMC) is responsible for creation and review of Morley College London's Social Media Policy annually.

4.2 The Digital Marketing and Communications Officer (DMCO) is responsible for monitoring implementation of the Social Media policy across the College's official channels and providing guidance to staff and students wishing to create social media channels to support the College. The DMCO also provides feedback regarding the development of the social media policy to ensure that current industry trends are reflected in the policy.

4.3 The Sales and Marketing Assistant (SMA) is responsible for updating official social media channels with content supplied by Morley College London staff and students to support course recruitment primarily. They also administer day-to-day advertising activity across social media channels. They also monitor social media conversations, flagging issues that need to be addressed under our regulatory obligations.

4.4 The PR and Communications Officer (PCO) is responsible for managing Morley College London responses to communications that are made by staff or students that breach protected groups rights covered by the Equality Act 2010. In addition, the PCO is responsible for providing recommendations for addressing social media communications created by staff or students that have a negative effect on the College's brand reputation.

4.5 The Events and Alumni Officer (EAO) is responsible for monitoring the management of the Friends of Morley Group working with supplier Think Alumni.

5. PRACTICAL IMPLEMENTATION

5.1 If a member of staff or student wishes to have a communication shared across Morley's Official social media channels listed below, they should contact Digital Marketing and Communications Officer (DMCO).

Content that is promoted through these channels typically relates to:

- College Courses – typically aimed at boosting enrolment
- Event Information – for example College Open Days are promoted frequently across these channels
- Student/College success stories

5.2: Due to the volume of requests that the Marketing and Communications Team get regarding promoting information across the College's social media channels, the team reserves the right to select content weekly that is shared across social media channels. Decisions are based on prioritising content that best supports monthly course recruitment and brand awareness objectives.

5.3: Staff and students requesting information to be shared across social media are asked to supply both written and visual content where possible, as this increases the channels that the marketing team can share content, plus visual imagery increases content engagement and responses.

5.4 The Marketing and Communications Team reserves the right to remove content and report content posted by staff or students across official channels if content posted falls into the following categories: pornography, racial or religious slurs, gender specific discriminatory comments, information encouraging criminal acts including terrorism, gambling or illegal drugs.

5.5 The Marketing and Communications Team will maintain a master document of all College affiliated/ branded social media channels whether maintained by students or staff. The team reserves the right to take steps to close any channels that are defunct or used improperly.

5.6 Where a member of staff uses their own social media to promote the College they should follow the guidelines in section 7 and in this document's appendix.

6. COMMUNICATION AND TRAINING

6.1 Marketing and Communications Officer (DMCO) is responsible for providing for training staff and students who wish to set up a new social media channel or use their own social media channels to promote Morley College London.

6.2 Staff training will be conducted annually at the start of Term 1 for staff and ad hoc guidance will be provided for students based on need.

7. SAFE, RESPONSIBLE SOCIAL MEDIA USE

7.1 This policy acknowledges that social media brings significant benefits to Morley College London, allowing it to build positive relationships with current and potential students. However it is important that those using social media to represent the College use it in a way that enhances rather than damages the College brand.

7.2 Morley College London staff and students posting content on the College's behalf need to adhere to the following rules as required by our statutory obligations:

They must not

- Create or transmit material that might be considered defamatory in any way to any person or organization
- Send offensive or harassing material to others via social media
- Interact with the College's prospective or current students or competitors using

language could be interpreted as being offensive or disrespectful.

- Upload written, photographic or moving image content featuring staff or students without their approval
- Post a message, status update or links to material that might be considered in appropriate. Inappropriate content includes: pornography, racial or religious slurs, gender specific discriminatory comments, information encouraging criminal acts including terrorism, gambling or illegal drugs.
- This definition of inappropriate content or material also covers any text, photography or moving images that could reasonably offend someone on the basis of race, sex, religious or political beliefs, national origin, disability, sexual orientation or any other characteristic protected by the Equality Act 2010.
- Where staff mention their employment at Morley College London and then voice an opinion, they must mention that the opinion is their own and not that of the College.

7.3 Staff should be aware that in accordance with the College Disciplinary Procedure there could be disciplinary action for staff that bring the College into disrepute through their public behaviour across social media.

8. REVIEW AND MONITORING OF POLICY

8.1 The Head of Marketing and Communications in consultation with the Digital Marketing and Communications Officer will monitor social media trends annually and recommend changes to this policy if necessary.

SOCIAL MEDIA POLICY APPENDIX

1. SUMMARY OF OFFICIAL SOCIAL MEDIA CHANNELS

This policy reflects the status of official social media channels as of May 2017. This policy will be updated annually to cover developments across the College's official social media channels.

The following channels are the official social media communication channels managed by Morley's Marketing and Communications Team.

Facebook

https://www.facebook.com/morleycollegewaterloo

Facebook is the College's largest official social media channel. In May 2017 this page had 4,314 likes.

The Facebook page is used to share information to support course recruitment and to drive attendance to the College's programme of Open Days. It is also used to share general news and success stories related to the College.

Twitter

https://twitter.com/morleycollege

Twitter is Morley College's second biggest social media channel with 3,155 followers as of May 2017.
This channel is regularly updated on a daily basis and is our key Morley News sharing platform.

YouTube

https://www.youtube.com/user/morleycollegevideo/about

YouTube is our key area for showcasing video content from Morley College. The channel had 66,896 video views and 181 subscribers in May 17 and just over 100 videos featured on the channel.

Please note: the Marketing and Communications Team plans to further expand content across YouTube across 17/18 with a particular focus on HE and Level 3 learning and encourages contributions of video content linked to these areas from Morley staff and students to showcase on the YouTube Channel.

Video submissions should be sent to the Digital Marketing and Communications Officer.

Instagram

https://www.instagram.com/morley_college/

Instagram is Morley College London's newest social media channel and is a platform for showcasing visual content. The College's presence on Instagram launched in April 2017 and currently the channel has 149 followers.

It is envisioned that Instagram will grow as a key social media channel across 17/18 allowing us to showcase a range of visual content from across the College.

Please note: the Marketing and Communications Team are actively seeking visual content from staff and students to showcase the College study experience and our courses generally. Photo submissions should be sent to the Digital Marketing and Communications Officer.

GPlus
https://plus.google.com/+morleycollege

Morley College London has a minimal GPlus page presence with currently 54 followers. Due to the decline in popularity of GPlus the Marketing and Communications Team do not regularly maintain this page.

However, if members of staff or students have information that they feel would be particularly relevant to Gplus the team would be happy to consider information sharing requests for this channel.

LinkedIn

Friends of Morley College London Group: https://www.linkedin.com/groups/8483753/profile

Currently Morley College does not have an official LinkedIn Page. This is something the Marketing and Communications team are looking to launch in 17/18.

Morley College has a Friends of Morley College group with 202 members, which is aimed at those who either study or have studied previously at Morley College. Membership is open to those who work or have previously worked at the College.

2. **GUIDANCE TO STAFF WHO WISH TO CREATE AN OFFICIAL SOCIAL MEDIA CHANNEL**

All staff and students who are planning to create a social media platform or use their own social media presence to promote the College before they start are asked to consider the following first:

- Can a current official social media platform be used to meet your communication need?
- If no platform exists contact the DMCO to gain branding advice to launch a new platform and share the address of the platform with the marketing team to allow the platform to be publicized.
- If you have a substantial personal social media presence with a following dominated by your subject interest this could be leveraged rather than setting up a new channel. Contact the DMCO to gain guidance on how best to leverage your own social media presence to promote Morley College London activities.

3. **SOCIAL MEDIA MANAGEMENT GUIDANCE**

Staff and students are asked to consider the following rules when posting on social media to promote the College:

- Know your social network: Before using a social media network to promote the College become familiar with the social media network before contributing
- If unsure don't post it – Err on the side of caution when posting on social media when representing the College. If you feel than the post might cause offence don't post it.
- Be thoughtful and polite. Consider how you would communicate by email and use the same level of courtesy when responding to online comments.
- Look out for security threats: Be on guard for social media phishing, spam and malware distribution attempts. If a post appears suspect, don't share it.
- Don't make promises publicly without checking: If you are going to make commitments publicly check with the relevant Morley College London member of staff who might be responsible for delivery before sharing information.
- Handle complex enquires via other channels. Where complex enquires or student service issues are being raised via social media try to handle further communications directly via other channels such as email or telephone.
- Don't escalate issues – Take time to respond to contentious comments and seek advice from the PR and Communications Officer if necessary. If in doubt don't respond.