Social Media Policy Students

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1. Purpose

1.1 The University of Worcester is committed to promoting the principles of freedom of speech so far as is reasonably practicable within the law. The University also wishes to promote a positive study culture for students both in person and online.

1.2 This policy has been compiled to help students understand the reputational, legal and ethical implications of social media usage and what happens when it is misused, intentionally or otherwise. It seeks to protect students and the wider University community from the misuse of social media and clarify where and how existing University policies and guidelines apply to social media use.

2. Overview

2.1 The University is committed to doing all that is reasonably practicably can to secure freedom of speech within the law as it is one of the fundamental principles upon which the University is founded. This is expanded upon in the University's Code of Practice on Freedom of Speech. Nothing in this policy should be read as undermining or conflicting with the Code of Practice on Freedom of Speech. In the event there is a conflict between this policy and the Code of Practice on Freedom of Speech, the Code of Practice shall take precedence.

3. What is Social Media?

3.1 Social media refers to online platforms and applications that enable users to create and share content as well as to interact and communicate with others. These platforms are continually evolving and any examples referenced in this policy represent a subset at the time the policy was published. New platforms will be released and others will change, merge or cease to operate. Currently the platforms generally comprise websites and apps and can host a variety of content, including messaging, hosting of files and materials such as text, photos, videos and audio. Examples include Facebook, X (Twitter), Instagram, LinkedIn and TikTok.

3.2 Through social media, individuals can connect with friends, colleagues, and people from the wider community, follow trends, join discussions including participation in global conversations. Social media can include messaging platforms that have restricted access to content such as WhatsApp and Snapchat.

4.   Scope

4.1   This policy applies to all students of the University of Worcester who engage in online conversations or share content in the context of a social network. It extends to students'

5.5 The University's logo, coat of arms and name are registered trademarks. Therefore, the University prohibits the use of its logo(s) shield as a

In these instances, the use of social media for staff and students to communicate is permissible.

8. Students on Placements including Professionally Recognised Courses

8.1 Students on placement should not post:

    a. Information or material that may bring the placement provider into disrepute
    b. The name of placement providers unless the provider's own policy allows them to do so, placement/service users, placement mentors/educators or staff.
    c. Pictures or videos of placement/service users, placement mentors or supervisors or staff.
    d. Pictures of fellow students may only be posted with express consent.
    e. Comments about placement/service users, mentors and staff
    f. Personal information relating to placement/service users, mentors and staff

8.2 Students on placement should comply with any social media policies of their placement provider.

8.3 Students, particularly on professional recognised courses, have a responsibility to uphold public confidence in their chosen profession and where applicable to adhere to the relevant professional code of conduct (i.e. NMC, GMC, HCPC)

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a. Understand Privacy Settings: Stay updated with the privacy settings of various platforms and adjust them to fit the content and the desired audience.
b. Be Aware of the Public Nature of Platforms: Always remember that content shared on social media, even in private profiles or closed groups, can be accessed, shared and y