UCFB | GIS

UCFB-GIS Social Media Policy

This policy offers advice and guidance to UCFB and GIS students on appropriate use of social media and the potential consequences of misuse. It applies to all UCFB and GIS students, as well as other key stakeholders including staff, graduates and partners. Students need to be aware of and abide by all relevant policies, including the UCFB-GIS Social Media Policy, during their time at UCFB and GIS. It is the responsibility of students to read and act in accordance with the principles of this policy, and of the guidelines set out by individual social media companies.

UCFB and GIS recognise that social media channels provide unique opportunities to participate in discussions and share information on topics of interest to students. They also provide opportunities to network with industry professionals and peers alike. Social media therefore presents real opportunities for enriched learning and social lives as well as career advancement.

This policy therefore encourages UCFB and GIS students to use social media in a responsible and positive manner, capitalising on opportunities without risking personal security, and protecting current and future career prospects as well as the reputation of the institution and its students, staff and partners.

UCFB and GIS do not tolerate any social media posts or comments that are deemed to be:

- **Bullying/cyberbullying** e.g. making offensive or derogatory comments relating to sex, gender, race (including nationality), disability, sexual orientation, religion or belief or age;
- **Harassment** e.g. using threatening, abusive or insulting unwanted behaviour which has the purpose or effect of violating a person's dignity or creates a degrading, humiliating, hostile, intimidating, or offensive environment;
- **Indecent** e.g. posting/liking/sharing/linking to images or other content that is sexually explicit or illegal;
- **Discriminatory** e.g. demonstrating less favourable behaviour to a person or group based on their sex, gender, race (including nationality), disability, sexual orientation, religion or belief or age;
- **Bringing discredit to UCFB in any way** e.g. by insulting fellow students or other individuals; making/sharing defamatory or offensive comments about the institution, individuals, groups, partners or anyone associated with UCFB or GIS;
- **In breach of confidentiality** e.g. by revealing confidential information owned by UCFB or GIS, posting confidential information about an individual, business or other organisation; posting contact details, pictures or personal details of other students or members of staff or members of the public without their prior permission;
- **In breach of copyright** e.g. by using someone else's images or content without permission, or by failing to give acknowledgement where permission has been given to reproduce. In extension of this, anyone seeking to use the UCFB and GIS names or brands in their social media handles and profiles must seek permission from the UCFB-GIS Marketing team and must adhere to the UCFB and GIS Brand Guidelines.

To report a breach of these policies by any UCFB or GIS student or staff, please email complaints@ucfb.com. UCFB and GIS will refer to social media accounts when notified of any breach of this policy. Students should be aware that any breaches of this policy will also be handled in accordance to the validating university's Student Disciplinary Procedures, which could result in the termination of studies in the most serious cases.

UCFB and GIS also monitor references to the institution online and will act where necessary to protect its reputation. Students must be aware that UCFB and GIS have the right to request the removal of content from a social media account if it is deemed that the account or its content pose a risk to the reputation of UCFB and GIS or to that of its staff, students, graduates, partners and other key stakeholders. Students should also be aware that inappropriate social media use may also affect their ability to find work once graduated.

Complaints about UCFB and GIS on social media will be directed through the UCFB-GIS complaints process of emailing complaints@ucfb.com. All complaints will be handled and reported by the UCFB Quality team in accordance to the validating university's Complaints Procedure.