Principles for the use of social media by Birkbeck staff and students

Birkbeck aims to provide a safe, secure and supportive online environment for all students, staff and visitors who access its facilities and services.

The College recognises the right of all its staff and students to be able to exercise free speech, online. The College also recognises the numerous benefits and opportunities that a social media presence offers for all its members. The College is committed to freedom of speech and expression and encourages its staff and students to exchange ideas and participate in discourse and debate.

Our approach is therefore to support staff and students to engage online with the wider community, while providing appropriate guidance on good practice to ensure such engagement is safe and responsible.

All College staff and currently registered students, including those on a break in study, are expected to comply with the standards of behaviour set out in this code of conduct and Birkbeck's Computing Regulations. Students need to be aware of, and abide by, all relevant policies and regulations during their time at Birkbeck.

Principles

For the purposes of this document, the term 'social media' is used to describe dynamic and socially-interactive, networked information and communication. Example sites include, but are not limited to: multimedia and social networking sites such as Facebook, Twitter, LinkedIn, Google+, Instagram, YouTube, Snapchat, or similar; wikis; blogs; community discussion forums; and review or ratings forums. Social media may be used privately, as well as for professional purposes.

- Social media are an important and integral part of most people's lives. The College recognizes this, and acknowledges that applicants, students and staff may want to access social media during work hours for both professional and personal ends. This use should be proportionate and not unduly interfere with other responsibilities.

- Birkbeck does not monitor staff and student use of personal social media accounts (accounts that do not use the College name or logo, and which express the user's personal views). External Relations may collect items posted on social media which relate to the College, for inclusion in the College's press cuttings portfolio.

- Staff and students who use College or Student Union social media accounts must remember that they represent the College at all times when posting messages or responding to messages by others, and should act accordingly.

- When posting on social media you should act responsibly. You should not: bring the College into disrepute; breach confidentiality; breach copyright; or breach the

College's [Dignity at Work and Study Principles.](#)

- Social media users should be mindful of their digital footprint, and take into consideration how posts may impact on themselves and others both now and in the future.

- The College has regulations, policies and frameworks to support the staff and student experience. You should take account of this when posting online.

- Social media when used responsibly is a force for good and can support Free Speech within the law.

Academic Board
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