

Code of Conduct on Social Media Use

1. Introduction

- 1.1 This Code on the use of social media by employees and those with comparable honorary status should be read in conjunction with the University of East Anglia's existing regulations and policies relating to provision and use of University IT and computing facilities, including the Conditions of Computer Use (<http://www.uea.ac.uk/is/itregs/usepols>), and the Social Media Policy (<https://portal.uea.ac.uk/documents/6207125/10820892/UEA+staff+social+media+policy+FINAL.pdf/aa6b39db-32c6-4ebe-9b4c-840bebd86578>).
- 1.2 Employees and those with comparable honorary status must ensure that they establish safe, professional and appropriate online behaviour.
- 1.3 The purpose of this Code is to:
 - encourage good practice
 - protect the University, its employees, students and business partners
 - make employees and those with comparable honorary status aware that the University will treat unacceptable “electronic behaviour”, through social media and other means, in the same way as it would treat other unacceptable behaviours.

2. Definition

- 2.1 The term “social media” is used within this Code to describe dynamic and socially interactive networked information and communication technologies by which personal information or opinions can be presented for public consumption on the Internet.
- 2.2 Examples of social media are given in Annex A.

3. Responsible use of Social Media

- 3.1 The University understands the popularity and benefits of social media sites if used responsibly. Such sites allow for, and promote, general communication, online discussion and provide the ability to share information about yourself and others quickly and easily.
- 3.2 Individuals required to maintain the University's social media presence as part of their role should do so in accordance with the Social Media Policy and with branding and communication guidance (available from Marketing and Communications web pages), and with the Conditions of Computer Use (available from the Information Services Division web pages).
- 3.3 If an individual's personal internet presence does not make any reference to the University of East Anglia and the University, its employees, students or partners cannot be identified, then the content is unlikely to be of concern to the University. If the University, its employees, students or business partners are referred to, or

can be identified from the content, then the information posted would need to conform to the policies referred to in 3.2 above.

- 3.4 Whereas an individual covered by this policy is able to refer to the University within his or her personal internet presence, instances where the University, its employees, students or business partners are brought into disrepute may constitute unacceptable behaviour.
- 3.5 Individuals must not disclose confidential information relating to the University, its staff, students or business partners. Confidential information relating to the University should be handled according to the Information Classification and Data Management policy:
<http://www.uea.ac.uk/is/strategies/infregs/Information+classification+policy>.
- 3.6 Individuals covered by this policy must not use social media sites to make comments about, or post contact details or photographs of, other employees, students or other associates of the University where these might be deemed as offensive or breaching privacy. Comments or other postings of this nature may constitute unacceptable behaviour. This includes where individuals are not named, but can be readily identified by themselves or others from the information posted.
- 3.7 Some professional bodies have separate policies and guidance for responsible behaviour when using social media. Employees who are members of such bodies should keep up to date with and follow their professional bodies' social media policies and guidance. If, due to a breach of the Code of Conduct on Social Media Use, it becomes evident that an employee may have also breached his or her professional body's professional standards, the University reserves the right to make an appropriate referral to that body.
- 3.8 In accordance with the Conditions of Computer Use, reasonable personal access is acceptable before and after working hours and during work breaks (although if a computer or device is accessed throughout the day, employees are reminded of the need to take regular breaks).

Annex A

Examples of Social Media sites

The list below is representative of widely popular Social Media and Networking sites. This list is not exhaustive, not least as new sites are continually becoming available (see http://en.wikipedia.org/wiki/List_of_social_networking_websites), but is intended to illustrate the range and types of sites which are covered by this Code of Conduct.

- Bebo (General. Popular in the US, UK, Ireland, NZ and the Pacific Islands)
- Blogger
- Facebook (General. Popular Worldwide)
- Faceparty (General. Popular UK)
- Flickr
- Flixster (Movies)
- Foursquare
- Friends Reunited (UK based. School, college, work, sport)
- Friendster (General. Popular in Southeast Asia)
- Google+
- Hi5 (General. Popular in Portugal, Cyprus, Romania and Latin-America)
- Instagram
- LinkedIn (Business)
- MySpace (General. Popular in the US, moderate popularity worldwide)
- Pinterest
- Reddit
- Tumblr
- Twitter