

Social Media Policy

USSU Societies & Sports Clubs – 2018/19

1. Student groups may contribute to the University of Salford Students' Union social media activities, through Twitter, Facebook and other social media. Accounts have to be clearly designated as belonging to and representing the University of Salford Students' Union e.g. the University of Salford Students' Union Gaming Society.
2. Sports club and society members must be aware at all times that, whilst contributing to the group social media activities, they are ultimately representing the University.
3. Appropriate use of club accounts is required along with appropriate use of personal accounts when representing the University or discussing the University of Salford Students' Union related topics.
4. Individuals' should use the same safeguards as they would with any other form of communication in the public sphere.
5. Ensure that the communication has a purpose and a benefit for the Sports Club, Society, the Students' Union and the University.
6. Communications to avoid include;
 - a. Inappropriate criticism or argument with fellow students or competitors
 - b. Derogatory comments about individuals, other Universities, groups or posting images and/or links that are inappropriate
 - c. Breaching confidentiality by revealing private information owned by the Club, Society or University, or about an individual
 - d. Breaching copyright by using images or content without permission or failing to give acknowledgement.
 - e. Communicate anything that could be considered discriminatory, bullying or harassment toward any individual by making offensive or derogatory comments relating to sex, race, religion, sexual orientation or other belief
7. To note:
 - a. If you wish, obtain advice from a Students' Union member of staff before embarking on a public campaign using social media
 - b. Try to consult a committee member or Students' Union staff member to check the content before it is published if you are unsure if the post is appropriate.