Social Media Policy for Students

1. Introduction

Queen's University Belfast (the 'University') is a world-class international university that supports outstanding students and staff, working in world-class facilities, conducting leading-edge education and research, which is focused on the needs of society.

The University is committed to leading the way in social media. Social media platforms allow us to build connections and to share ideas and content more broadly and quickly than ever before, and the University supports their proper use.

The Social Media Policy for Students (the 'Policy') has been created to ensure that all students can use social media in an effective, positive and proactive manner.

The University may amend this Policy at any time.

The Social Media Manager (or anyone else designated by the University) is responsible for monitoring and implementing this Policy. If you have any questions or comments regarding this Policy, please contact the Social Media Manager via: socialmedia@qub.ac.uk

If you have been the victim of harassment or abuse online, or through social media, please contact the Student Wellbeing Team for advice and support by calling +44(0)28 9097 2893 or emailing studentwellbeing@qub.ac.uk

2. Scope of the Policy

The term 'social media' has come to encompass a wide range of tools, which allow users to interact in the digital arena as an active member or passive observer.

For the purpose of this Policy, social media will refer to online applications and platforms which allow users to collaborate or interact socially by sharing opinions, interests, content and information publicly, privately or anonymously. This will include, but not be limited to, social networking platforms (e.g. Facebook / Weibo / Twitter / Instagram / LinkedIn), dark social (e.g. Snapchat and Facebook Messenger) and online forums (e.g. The Student Room).

It is important to note that email is not included in the remit of this Policy.

Content from private messaging platforms or groups (e.g. WhatsApp, Facebook Messenger, Instagram, Snapchat and WeChat) will not be actively monitored but will fall under the remit of this policy if the University receives a complaint regarding content.

This Policy outlines the standards that the University requires students to observe when using social media (both on campus and off campus), the circumstances in which the University will monitor use of social media, and the action the University will take if this Policy is breached.

This Policy applies to all students who are using social media in any way which relates to, or can be associated with, the University or its activities or the student's affiliation to the University.

As detailed in the [Student Charter](#), students should:

Behave in a responsible manner on and off campus, and on social media and other forms of communication, and ensure that your actions do not have an adverse impact on the University's reputation, its environment, your neighbours, the local community or those who work or study at the University.

We recognise the value and importance of Queen's Students' Union and its freedom to challenge University decisions, by reflecting students' views, via accounts which are affiliated to the Students' Union and its leaders, as long as this is carried out in a way which is reasonable, accurate, lawful and non-derogatory. Please see sections 2.1 (Freedom of Speech) and 2.2 (Academic Freedom).

This Policy does not seek to regulate how students use social media in a purely private capacity, provided that such use has no association with, or potential association with, the University or its activities.

This Policy does, however, apply where:

- The student's use of social media relates directly or indirectly to the University or its activities. For example, being seen to be aligned with the University, clubs, societies, study groups, Students' Union, or referencing the University on social media, but not on behalf of the University.

- The student's use of social media relates to, or is otherwise connected with, the student's study or research at the University, whether the intended use is personal or professional.

- The student is identifiable as someone attending, or working for or, on behalf of, or in connection with, or in any way which relates to, or can be associated with, the University.

Where the Policy relates to students who are visiting the University, such as Summer Schools, the manager overseeing the individual, team or organisation will be responsible for making them aware of this Policy.

Where a student is employed by the University on a permanent or temporary basis, and social media activity makes up part or all of their role, this activity will be governed by the [Social Media Policy for Staff.](#)

2.1 Freedom of Speech

This policy does not intend to restrict the freedom of speech of students or the Students' Union. As a university, we value and support freedom of speech that is exercised in a lawful way and respects the rights of others.

2.2 Academic Freedom

Academic freedom is very important to Queen's. Therefore, this Policy does not restrict the principles of academic freedom as defined by the 1988 Education Reform Act.

The 1988 Education Reform Act established the legal right of academics in the UK to: *question and test received wisdom and to put forward new ideas and controversial or unpopular opinions without placing themselves in jeopardy of losing their jobs or the privileges they have.*

2.3 Freedom of Information

Freedom of Information requests can be made in relation to University-affiliated social media accounts. If you are a student who is an administrator on a University-affiliated account and such a request is received, please forward it to: info.compliance@qub.ac.uk

2.4 Purpose of the Policy

Social media has revolutionised how we engage with peers, thought-leaders and society as a whole. Used effectively, it can enhance your learning, research, University experience and build your credibility with future employers or thought-leaders to unlock career prospects and collaboration opportunities. However, when used in a negative way, it can damage your reputation, credibility, employability and could result in legal action.

Therefore, the purpose of this Policy is to ensure all students can utilise and harness social media to its full potential, in a safe, legal and ethical way.

It is the responsibility of each student to adhere to this Policy. Where inappropriate use of social media may constitute an offence under criminal law, referral will be made to the appropriate authorities. In addition, users in breach of the Policy may be subject to investigation and/or disciplinary action under relevant University procedures including, but not limited to, the Student Complaints Procedure and Conduct Regulations. (Please see section below on 'Complaints and Breaches' for further information.)

Use of social media is subject to all current University Policies, including the Conduct Regulations, the University's Computer Resources - Acceptable Use Policy and other Security Policies, the JANET Acceptable Use Policy, the Equality, Diversity and Inclusion Policy, Trans Equality Policy and Student Anti-bullying and Harassment Policy.

If you are not sure which policies are appropriate to your needs or area, please click here to find out more and contact a member of the team.

2.5 University students should:

Have a working knowledge of this Policy and must not use social media to engage in any of the following activities. (Please note that this list is not exhaustive):

- To post inappropriate, discriminatory or defamatory content or comments, including content or comments about peers, students, staff or others

- To unlawfully discriminate against, bully, harass or intimidate students, staff or any other person.

- To breach the University's data protection, internet, email and communications, information security and/or whistleblowing policies.

- To post threatening, obscene or profane comments or content.

- To express or support sexist, racist, sectarian, homophobic or transphobic views.

- To express support for illegal activities or organisations.

- Dissemination of misleading information.

- Sharing of confidential or sensitive/commercially sensitive information.

- To view or distribute sexually explicit or offensive content.

- To infringe or violate someone else's rights.

- To post personally identifiable information that could be used to locate any individual without that person's express written permission.

- Record video or audio of anyone in any way whatsoever without their express written permission. Please see section 6.6 below for more details.

- To make defamatory or disparaging statements about the University, its employees, students or any other individual or entity affiliated or associated with the University in any way.

- To contravene the [Student Charter](#).

- To post content that could create a security risk for the University, its students, staff or visitors.

- To post, upload, forward or post a link to offensive or inappropriate jokes or offensive or inappropriate images (including those aimed at or related to any protected characteristic or groups under the University's Equality, Diversity and Inclusion Policy) or gossip.

- To use social media to extort money or items from another student, staff member or member of the public. This includes receiving tips and engaging in bribery or scams.

- In any way which may be unlawful.

- To claim 'banter' or 'joking' as an excuse for engaging in any of the above activities.

3. Account Management

3.1 The Students' Union

The Student Union's Marketing Manager will be responsible for the management and monitoring of official Students' Union core brand social media accounts.

Student Officer role-specific social media accounts will be managed by a terms and conditions of use contract agreed by the Students' Union Marketing Manager and the relevant Student Officer in post.

Student-led project and campaign accounts will be managed and monitored by specific student leaders who shall agree terms and conditions of use with the Students' Union Marketing Manager.

In addition, the Students' Union's social media accounts will have Social Media House Rules to provide guidance and processes for managing discussion, debate and engagement.

3.2 Account Creation and Administration (Clubs and Societies)

As agreed with the Students' Union, all official Club and Society social media accounts shall be considered to be University-affiliated accounts and this policy applies to them.

University Clubs and Societies are recognised and supported via the provisions of the Constitution of the Students' Union.

All public statements made by a Club or Society must comply with the terms and spirit of the Constitution of the Students' Union and comply with the approved aims and objectives of the Club or Society.

Clubs and Societies are able to use social media to support recognised official and legal Club/Society activities and build a positive online community.

Registration of official social media accounts by Clubs and Societies must follow the process detailed in the Students' Union's Clubs and Societies Committee Handbook.

The Students' Union:

- Maintain a register of official social media accounts operated by Clubs and Societies.

- Have processes to govern the creation, approval and conduct of social media accounts by Clubs and Societies.

- Have measures in place to manage situations in which a Club or Society's social media accounts' security may be compromised.

Official Club and Society social media accounts will:

- Follow a naming convention agreed by the University and the Students' Union. (See below)

- Have the following named, registered students responsible for each account, who will also be responsible for ensuring that the Club or Society follows relevant University procedures and guidance in relation to use of social media. These students will be registered with the Students' Union's Clubs & Societies Coordinator via clubs@qub.ac.uk or societies@qub.ac.uk and will be the Club or Society's:

    - Chair

    - Secretary

    - Treasurer

When considering opening a University associated club or society social media account, students should:

- Contact Queen's Students' Union via sumarketing@qub.ac.uk and follow their account creation and registration processes.

- Clearly state the remit of the account within the account "About/Bio" section and include a statement that engaging with content does not equate to endorsement. (See 6.1)

- Please use the following naming format. 'QUB' sets us apart from other entities also using *Queen's* in their name and will help users find your account via the platform's search bar.

    - Username Handles: (Where available. E.g. Instagram / Twitter)
        - @QUB (Account theme/club/society)
            - For example:
            @QUBSU
            @QUBLGBTQ
            @QUBWingWalking
            @QUBMathletics

    - Account Names:
        - QUB (Account theme/club/society)
            - For example, QUB Student Start-ups

- Where the name does not work with 'QUB' at the start (except Twitter and Instagram), QUB should be placed at the end of the name.

- Use the appropriate training which the University offers, and advice and guidance which the Student's Union provides, in order to ensure safeguarding is in place for you and your followers and social media skills remain at an appropriate level.

- Ensure content is accurate, frequently updated and regularly monitored.

- Contact clucks@qub.ac.uk or societies@qub.ac.uk as soon as possible if an account's security is compromised, or if any crises should arise.

- Ensure social media administrators transfer access of the club/society/group accounts which they are administrators of, to named students when leaving a role as an account administrator. The account password must also be changed by the new administrators when the account is transferred to them. Further access to the account must not be granted.

- Ensure Queen's University's Students' Union's Clubs and Societies' Coordinator is aware of the change of ownership. Two weeks before a student leaves their role as an account admin, the leader of the club/society and second admin are responsible for informing the Students' Union of the change via clubs@qub.ac.uk or societies@qub.ac.uk. This should detail the name of the student, their email address, accounts they have access to and the same details for the new/interim student administrator(s) who will be managing the account in their place.

3.3 Subject, School or Faculty Accounts or Groups

While it can be tempting to use social media for sharing

information, discussing study topics and interacting with your fellow students, it can result in those not on social media, or not invited to the group, feeling isolated or excluded.

Queen's Online, Queen's Microsoft Teams and the Canvas Virtual Learning Environment have been designed to support this kind of activity. To avoid misinformation or isolation of other students, it is advised that these activities/groups should take place within the official platforms.

There may also be an official University social media account set up for your subject/School/faculty so, to avoid misrepresentation, if groups are being set up, students should only set up groups or accounts which are clearly labeled as student-led hubs for students to connect and collaborate, rather than official University accounts.

Any student-led groups or accounts purporting to be official University accounts will be asked to reposition the account as a student-led account. If the admins of the group(s) or account(s) do not comply, this could lead to disciplinary action and the account will be reported to the platform for misrepresentation.

3.4 Security and Reputation

Instances of accounts being hacked are rising. Administrators of University-affiliated accounts are responsible for the security of their account(s) and are advised to use a strong password and two stage verification, where available.

Account administrators are responsible for not giving someone else access, or the opportunity to access, these accounts. The same is also advised for personal accounts, as someone else could negatively impact on your future by using your account in a way which contravenes this Policy.

Where a breach of this Policy is identified, the individual who identified the breach must report the issue as soon as

possible to socialmedia@qub.ac.uk.

Any issues relating to a School or Faculty, such as a University affiliated online course/subject discussion group, must be escalated to the Faculty Digital Marketing Officer who will advise the account administrator on procedure and will inform the University's Social Media Manager.

Please contact the appropriate Faculty Digital Marketing Officer via:

- Arts, Humanities and Social Sciences
- Engineering and Physical Sciences
- Medicine, Health and Life Sciences

In addition, accounts affiliated with the University must not be used in a way that breaches the given platform's Terms and Conditions.

4. Equality, Diversity and Inclusion (University Affiliated Accounts)

The University is committed to:

- Actively promoting equality of opportunity and respecting and celebrating the cultural diversity within the University.

- Promoting a good and harmonious environment free from flags, emblems, posters, graffiti or other material, or actions or language likely or perceived to be provocative, offensive or intimidatory.

- Fulfilling its legal obligations under the equality legislation and associated codes of practice; and

- Taking lawful affirmative and positive action, where appropriate.

As such, all social media activity must comply with the University's Equality, Diversity and Inclusion Policy and students must not use social media to engage in any activity which could reasonably be considered as negative,

derogatory or offensive in terms of a person's gender identity/expression (this includes Transgender and Non-Binary people); pregnancy or maternity status; marital or civil partnership status; whether or not they have dependants (including caring responsibilities); religious belief or political opinion; race (including colour, nationality, ethnic or national origins, including Irish Travellers); disability; sexual orientation and age. In all cases, social media activity should not be in breach of the aims and provisions of the Equality, Diversity and Inclusion Policy.

Please click here to read the University's Student Equality, Diversity and Inclusion Policy and Student Anti-bullying and Harassment Policy. Any breach of this Policy, including where there is a breach, or potential breach, of these other policies, may lead to investigations and/or further appropriate action, which in serious cases, as determined by the University, could lead to disciplinary action under the Conduct Regulations.

This policy is subject to any support for protected categories agreed by the University.

In order to uphold this commitment to equality, diversity and inclusion, it is best practice to include a link to the University's Social Media House Rules within the description of University-affiliated social media accounts and make followers aware that they are in place for their wellbeing.

These House Rules are designed to ensure that your followers have a positive experience and all official University affiliated accounts remain an inclusive and safe space for them to connect and engage with topics of interest.

If a social media follower/user breaches the Social Media House Rules when interacting with a University-affiliated account of which you are an administrator, please follow these steps:

1. Explain to the individual that they are acting in a way that goes against the ethos of the account and warn the individual that if there are further breaches they will be banned from the account.

2. Copy the link to the post deemed to be in breach and, if the feature is available on the platform, hide the

comment/content. If the content is discriminatory/illegal, contact the platform on which the content is hosted and report it so that the platform can remove it or take appropriate account. If such a situation arises, please also refer it to the University's Social Media Manager.

3. If the individual ignores the advice and continues to act in an inappropriate manner, they can be banned from the account in circumstances where they are negatively impacting upon others.

4. If the individual's actions require legal or police intervention, please copy the link to the post and raise the issue with the University's Social Media Manager and the lead in your area. For example, if it takes place on a club or society account the lead in this area is Queen's Students' Union's Marketing Manager. Whereas, if it takes place on a subject/School/faculty account, the lead in this area is your faculty's Digital Marketing Officer.

5. Representation (University Affiliated Accounts)

Remember, when posting on behalf of the University or associated club/society/group, social media users will view the content as coming from the University, rather than a person. Therefore, all posts, comments and messages must be factually correct, appropriate and in line with University guidelines.

All accounts must make it clear that sharing of content does not mean the University endorses the views expressed within the post or any link associated with it.

6. Account Creation & Management (University Affiliated Accounts)

Before any Queen's-affiliated account is created, the prospective administrators should consider:

1. What is the purpose for this account?

2. Who is my target audience?

3. Which platform(s) could I consider?

4. How much time daily/weekly do I have to devote to the account?

5. What will I post about on this account?

6. Are there any potential issues around the topic?

7. Who will be the two official administrators of the account?

When creating a club or society account, please click here and follow Queen's Students' Union's registration request process and ensure it follows the process as detailed in the Students' Union Club and Societies Committee Handbook.

All University-affiliated accounts must be linked to a University email address, rather than personal email accounts.

To help you to keep your personal social media accounts separate from any University-affiliated account which you are an administrator of, it is good practice to make sure these accounts are unconnected. For example, where platform administrators are required to have a personal account on the platform (e.g., Facebook), a new 'personal' account should be created that is only used for this purpose. This will be created with your student email address and can be named: (Your First Name) and Belfast, or similar, for example Emma Belfast. This personal account will only be used as a way to set up and manage the official account.

This is not only a safeguarding measure but will also prevent any issues arising, such as accidental posting of private or personal content on a University-affiliated account.

6.1 Statement of Affiliation

All Queen's-affiliated accounts must clearly state that they are official accounts and that the sharing of content does not equate to endorsement by or on behalf of the University.

Twitter Example: Official account of *(Insert Club/Society/Subject here)* @QUBSU. Likes, RTs or posting of content/links doesn't equate to endorsement by or on behalf of @QUBelfast. *(Insert House Rules link here)*

Facebook Example: Official account of *(Insert Club/Society/Subject here)* @QUBelfast @QUBSU. Likes, shares or posting of content or links does not equate to endorsement by or on behalf of Queen's University Belfast. House Rules: *(insert link here)*

6.2 Posting

When it comes to posting, if in doubt, don't post.

Even if an account is private, social media content can easily be shared publicly. Before posting, ask yourself:

- Could posting this harm my credibility?
- Is posting this going to harm anyone?
- Would I prefer my family, friends, University or future employer to not see this post?
- Could I have misunderstood the tone or meaning of the topic or conversation I am replying to?
- Could someone else negatively misinterpret what I am posting?

If the answer to any of these questions is yes, please reconsider posting.

The assumption should be that everything posted online could be public and permanent, regardless of the privacy

settings applied to your group, profile or page. Due to the nature of social media, there should be no expectation of privacy or confidentiality in anything you create or share on social media platforms. The content you post will not be private and can be shared, copied or forwarded to third parties by users and platforms, without your consent.

Social media content can easily become available to the public, including the University, students, staff and the media. As a result, the University considers all social media activity as public in nature.

Inappropriate use could damage your reputation, future employment and the reputation of the University.

Where the University considers that activity has, or could potentially damage reputation, it may choose to take appropriate action, which may include action under the [Conduct Regulations](#).

It is also important to read and understand the terms and conditions of any social media site which you use and note that many social media platforms specify that, by posting on their sites, the company is granted irrevocable, perpetual and non-exclusive license to use and distribute content for any purpose, commercial, advertising, or otherwise. These terms and conditions can also be updated by the platform at any time to reflect changes in their business.

6.3 Accuracy

Checking the accuracy of your posts, comments and replies is key. Anyone posting on behalf of a University-affiliated account is responsible for the content within their output, be this by public post, closed group or private message.

It is better to take a little longer to check the information than to post it quickly, have to remove it and potentially post a retraction after it has already been in the public domain.

6.4 Brand Guidelines

It is important that all University-affiliated accounts and their

activity adhere to the University's brand guidelines.

Please click here to download your copy.

6.5 Intellectual Property and Copyright

One of the most engaging aspects of social media is the ability to share posts from other accounts. While this is encouraged, it is important to be aware of the distinction between a share/retweet and creating a new post/tweet.

When you share/retweet another account's post/tweet using such a facility on the account you may not be breaking Intellectual Property or copyright, but it is important that you consider the terms and conditions of any platform or account. However, if you create a new post/tweet, taking content that is not yours and without permission of the individual and/or the platform or account, you could be in breach of Intellectual Property rights and/or copyright law.

It is important that students do not breach such laws by using someone else's images, videos, music or written content without appropriate permission being obtained first.

Once permission has been obtained, be mindful of any conditions for use, such as attributing the source or a requirement to refrain from using the content in a sales capacity.

6.6 Photography, Video and Audio

When creating photographs, videos or audio for use on University-affiliated social media accounts, it is important to ensure you have the appropriate permissions for the location and permission from the individuals within the image/video/audio or, when appropriate, their parent/guardian.

Please contact Strategic Marketing and Communications to request the relevant consent forms and advice regarding the appropriate process.

6.7 Reasonable Adjustment for Disability

Please ensure that the audience's accessibility on University-affiliated accounts is accounted for by following the advice in the Social Media Short Guide, as well as subtitling videos and including image descriptions for audio readers, where reasonable, possible and appropriate.

6.8 Data Protection

Please refrain from sharing personal information on social media.

All storage and processing of personal information must adhere to the Data Protection Act 2018 and the EU General Data Protection Regulation (GDPR) (together with 'Data Protection Legislation').

All use of social media should be in compliance with Data Protection Legislation and not in breach of the University's Data Protection Policy, which should be read in conjunction with this Policy.

If disclosing personal information, other than your own, consider whether the disclosure is necessary, proportionate and/or would be expected. Please contact the Information Compliance Unit for advice, prior to posting, if you are unsure as to the lawfulness of disclosure.

For a copy of the University's Data Protection Policy, and further information, please visit the Information Compliance Unit webpages.

It is vitally important that security of all accounts is assured and unauthorised access to personal data held on an official University social media account is not purposely, or accidentally, granted.

To find out more about how to ensure accounts follow current legislation, please contact the University's Information Compliance Unit.

If for any reason data protection is breached, please contact the Information Compliance Unit straight away and the

following area leads, depending on where the breach has occurred:

- School: Head of School
- Club or Society: Head of Queen's Students' Union
- Any other areas: Queen's Social Media Manager

6.9 Safeguarding Children and Adults at Risk

The University takes the safety of children and adults at risk extremely seriously. This includes their online safety. All those who use social media for, or on behalf of, the University must read and comply with the University's eSafety Guidance.

Please contact the Legal Services Unit if you have any questions or concerns regarding implementation of this guidance.

Please note that failure to comply may result in action being taken under the relevant University procedure, for example, the student Conduct Regulations.

6.10 Confidentiality

Confidential University information must not be shared on social media. This includes, but is not limited to, sensitive University information, personal details or data of staff or students, official contracts, business strategies or content of confidential meetings, correspondence or calls.

If such content is shared, please take a screenshot and remove the content from the platform. Please make the University's Social Media Manager and Legal Services Unit aware of the situation straight away.

They will escalate the issue as appropriate and review the processes and circumstances which led to the breach to ensure it does not happen again.

7. Personal Accounts

The University is committed to ensuring the safety and wellbeing of students and providing any support necessary. If students are subjected to bullying or harassment via social media, particularly if it relates in any way to their role at the University, they should inform the Student Wellbeing Team and appropriate support will be provided.

When managed correctly, social media can be extremely useful for students to build contacts, network and improve their learning experience. However, when social media is used in an inappropriate way, it can negatively impact personal reputation and future employability.

The University understands that many students use social media in a personal capacity. While this may not be directly related to the institution, it can have a negative impact on the individual and, by association, the University.

Students may express disagreement or disappointment with the University's position or policy in a reasonable, accurate, lawful and balanced way, without the use of derogatory language.

The University does not and will not monitor individuals' accounts. However, if a concern or complaint is raised regarding content posted on a student's social media account and the post is considered to constitute misconduct (as defined in the relevant University Policies), the University has the right to request the removal of content. In addition, the matter may be addressed through the relevant University procedures.

Therefore, it is important that any social media activity by students does not:

- Contravene the Student Charter.

- Bring, or potentially bring, Queen's University Belfast or the brand into disrepute.

- Do anything that could be viewed as direct or indirect discrimination, bullying, harassment or victimisation.

- Engage in, or support, illegal activity.

- Breach confidentiality.

- Breach copyright.

- Breach data protection.

When using a personal social media account, students are strongly advised to include (where appropriate) a disclaimer stating that the views expressed are theirs alone and engaging with, or sharing of, content does not equate to endorsement. This is particularly relevant if the account states that a student is affiliated with the University, either in the name or description. In this instance, it is advised that the disclaimer states that the views expressed do not reflect the views of the University and that engaging with, or sharing of, content does not equate to endorsement.

Photography, video or artwork created by the University must not be amended for inappropriate use on social media and the brand must not be used in an attempt to appear as an official Queen's social media account.

8. Training

It is strongly recommended that all users remain up-to-date with best practice through regular training.

The IT Training and Assessment Unit provide various training courses in social media which can be booked via Queen's Online (QOL).

9. Complaints and Breaches

The University considers this Policy to be of extreme importance. If a student is alleged to have breached or not complied with this Policy, this may result in investigation under the relevant University Policy or procedure which may lead to disciplinary action under relevant University procedures.

If a student creates or shares content on a social media platform, this may still amount to a breach of this Policy even if it takes place:

- on a personal account with appropriate privacy settings;

- outside normal University hours; and/or

- without using the University's computer, systems and/or networks.

As outlined previously, there may be instances where a breach constitutes a criminal offence and may result in the University having to report this to the Police, which could lead to prosecution of the individual by the relevant authorities.

The University reserves the right to act on any complaints or information if it indicates that a student may be in breach of the University's policies, such as the Conduct Regulations.

The Conduct Regulations for students can be found [here](#).

Where the Conduct Regulations are invoked, students must agree to remove the content pending the outcome of this procedure.

10. Auditing

The University reserves the right to regularly review University-affiliated accounts. Where an account is found to be in breach of University policies/guidelines, the University's Social Media Manager, the Student's Union or the appropriate Faculty Digital Marketing Officer will contact the administrator, or area lead if an administrator is not known, to provide support and request action, where necessary.

This may include:

- Removal/editing of posts;

- Removal/editing of accounts;

- Supplying names of current account administrators;

- Supplying information regarding platform activity/campaigns; and/or

- Obtaining access to the account as an account administrator.

If the administrator is not known to the University, contact will be made via the account. Any account that refuses to comply with a legitimate request of compliance may have an official complaint lodged with the platform and, depending on the nature of the issue, appropriate legal action may be taken.

11. Appropriation

The University reserves the right to request the removal of content which infringes upon the University's copyright, or implies an unauthorised association with the University (e.g. through use of 'Queen's University Belfast' or 'QUB', the University's official brand assets, related imagery or accounts which misleadingly purport to be an official University social media account) or in any other way deemed by the University to be in breach of this Policy or any related policy, regulation or procedure.

12. Review

This Policy is kept under review and updated periodically to reflect developments in social media and the implementation of the University's strategic priorities and position.

13. Wellbeing

If you have been the victim of harassment or abuse online, or through social media, please contact the Student Wellbeing Team for advice and support by calling +44(0)28 9097 2893 or emailing studentwellbeing@qub.ac.uk.

14. Information Compliance

If you have any concerns about your, or anyone else's, information being used inappropriately, please contact the

[Information Compliance Unit](#) for advice by calling +44(0)28 9097 2505 or emailing info.compliance@qub.ac.uk.

15. Formats

This policy is also available in alternative formats on request. For further information, please contact the University's Marketing, Recruitment, Communications and Internationalisation team by calling +44(0)28 9097 2586 or emailing socialmedia@qub.ac.uk.

16. Section 75

This Policy has been screened out with mitigation as per Equality Commission guidance on screening, with no adverse impact with regard to equality of opportunity and/or good relations for people within the equality and good relations categories.