

Royal Northern College of Music
Social Media Policy (Students)
Policy and Procedure
Department: Marketing and Student Recruitment
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RNCM
ROYAL NORTHERN
COLLEGE of MUSIC

1. Scope

Social media consists of digital platforms and applications that allow us to communicate, create, share, and interact with content and each other.

This policy includes, but is not limited to, sites such as: Instagram, Facebook, LinkedIn, YouTube, X, WhatsApp, Threads, WeChat, Snapchat, Pinterest, TikTok, Reddit, Discord, and Twitch.

The Marketing and Student Recruitment team manages the RNCM's official social media accounts and uses them to communicate with multiple stakeholders, including prospective and current students, staff, alumni, supporters, professional partners, events audiences, and the wider community. Students are encouraged, but not obligated, to interact with these channels and to share their experiences through their personal social media accounts.

2. Purpose

The RNCM Social Media Policy exists to help students make appropriate decisions about their social media usage. It aims to support the use of social media as a strategic communication tool, while ensuring that students' online engagement is safe, responsible, and aligned with the College's core values.

Social media can be a powerful tool for promoting your work as a musician and helping you to network within the industry. It can also make you more employable when you graduate. However, misuse of social media could be harmful to others, damage your reputation, and leave you open to disciplinary or legal proceedings.

3. Policy

The Marketing and Student Recruitment team encourages students to engage positively and thoughtfully with RNCM-related content and to use their platform to share good news about their studies and professional development across the wider music industry. However, while the RNCM welcomes being tagged in relevant stories, any requests to collaborate with the College should be sent to the Social Media and Content Manager in the first instance.

Please note that when using social media, all RNCM students **must not**:

- Post derogatory or offensive comments on social media;
- Use the internet, and in particular social media sites, to attack or abuse students, staff, stakeholders, and/or partners;
- Use the RNCM's name and/or logo to create an unofficial RNCM social media account; or
- Create a social media account to represent an area of the RNCM without prior consent from the Marketing and Student Recruitment team.

Instances where a student's social media use brings the RNCM into disrepute may constitute misconduct and result in disciplinary action being taken.

4. Use of social media networking sites

If a student's personal internet presence does not make any reference to the RNCM and its staff and/or students cannot be identified, the content is unlikely to be of interest to the organisation. However, students should remain mindful that their online activity may still be visible to peers, collaborators, and institutions across the wider Higher Education sector and beyond. As such, it is important to consider how personal content may reflect on professional reputation and the perception of the RNCM externally.

When using social media, the following guidelines below must be followed:

- Students should be considerate to students/members of staff and should not post information, photos, or videos when they have been asked not to. They should also remove information and content as far as possible about a student/member of staff if that student/member of staff asks them to do so.
- Students should not post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory, or inappropriate content.
- Sites should not be used to verbally abuse staff or students. This may amount to cyber-bullying and could be deemed a disciplinary offence. Privacy and the feelings of others should be respected at all times. Any student who feels that they have been harassed or bullied or are offended by material posted by a member of staff or student, should inform the Director of Marketing and Student Recruitment and Academic Registrar in the first instance.
- Students are advised against posting material in breach of copyright or other intellectual property rights. As such, the permission of individuals/institutions should be obtained as appropriate before posting contact details, photographs, videos, or recordings (see section 4 below).
- If approached by a media contact about content on a site relating to the RNCM, students should contact their Programme Leader before taking any action. The Director and/or Deputy Director of Marketing and Student Recruitment must be consulted in all cases.
- Sites should not be used for accessing or sharing illegal content.

Please note: Staff are reminded that freedom of expression is protected under the RNCM's [Code of Practice - Freedom of Expression](#), and social media use should be exercised in line with this guidance.

4. Copyright

Students are advised that posting video footage or audio recordings of performances to social media is at their own risk. Most works are not in the public domain and

therefore require permission from the rights holder for any live recordings. If you have questions regarding copyright, students are advised to speak to the Library Team and/or the Orchestral Librarian in the first instance.

When performing pieces by another RNCM student, you must request permission from the composer before releasing any recordings to social media.

Students are permitted to repost photography captured on behalf of the RNCM during their studies, however, the photographer **must be credited** in the accompanying caption.

5. Affiliated accounts

Social Media accounts representing an area of the RNCM **must not** be set up without submitting an application to the Director of Marketing and Student Recruitment. If approved, accounts that are managed by students must disclose this information in the account bio. The RNCM requests the right to remove any unofficial accounts that use the RNCM name and/or logo.

6. Engaging with staff

The RNCM values the benefits of an active and engaged community, where positive interactions between staff and students contribute to a vibrant learning environment. However, it is important to recognise that staff hold a position of authority in relation to students, regardless of the student's age, maturity, or level of study.

Students should remain mindful of this dynamic when interacting with staff via social media. Any communication or content shared should reflect the same level of professionalism expected in formal public settings.

Email remains the preferred method for direct communication between staff and students. That said, the College acknowledges that staff and students may wish to publicly support and celebrate one another's achievements online. In such cases, interactions should remain appropriate and respectful.

7. Consequences of non-compliance

Any student found to be engaging in any form of online activity that is deemed as cyber bullying, bringing the RNCM's reputation into disrepute, and/or using the internet to attack or abuse students, colleagues, teachers, or tutors, could face disciplinary action.

Please refer to the [Student Conduct and Discipline Policy](#) for more information.

8. Reporting

Any student who feels that they have been harassed or bullied or are offended by material posted by a student or member of staff is encouraged to report this.

Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability. If you notice any use of social media in breach of this policy, please report it to the Director of Marketing and Student Recruitment.

This policy should be read in conjunction with:

[Online Safety Policy](#)

[Student Conduct and Discipline Policy](#)

[Photography and Filming Policy](#)

[Relationship Between Staff and Students](#)

[Code of Practice - Freedom of Expression](#)