

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

1. OVERVIEW

The RNCM encourages all staff to interact with its official social media accounts (Twitter, Facebook, Instagram and LinkedIn) and to help promote the good work of the College via their personal social media channels. However, staff are asked to be mindful of their contributions, what they disclose about the RNCM and to ensure that their social media usage does not damage the College's reputation or interfere with business and/or office commitments.

2. PURPOSE

The RNCM Social Media Policy is designed to help employees make appropriate decisions about their social media usage, and outlines the College's official social media guidelines that all staff are expected to follow.

3. POLICY

All RNCM employees, both full and part-time across all departments and schools, must not:

- Engage in any online activity that might bring the College into disrepute.
- 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.
- Create a social media account to represent an area of the College without prior consent from the Director of Marketing and Student Recruitment.

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

4. USE OF SOCIAL NETWORKING SITES

If a member of staff's personal Internet presence does not make any reference to the RNCM and the College, its staff or students cannot be identified, the content is unlikely to be of interest to the organisation. If the College, its staff or students can be identified or are referred to, the guidelines below must be followed:

- Staff should be mindful of the information they disclose on social networking sites and the relationships they may develop using such media.
- Staff are free to talk about the RNCM but should be mindful of the impact their contribution might make to people's perceptions of the College and act in a manner that does not bring the RNCM into disrepute. Instances where the College is brought into disrepute may constitute misconduct and disciplinary action will be applied.
- Staff should be considerate to their colleagues and should not post information when they have been asked not to. They should also remove information as far as possible about a colleague/peer if that colleague/peer asks them to do so.
- Staff 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. A member of staff who feels that they have been harassed or bullied, or are offended by material posted by a colleague onto a social media website, should inform the Director of Marketing and Student Recruitment.
- Staff must not post 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.
- If approached by a media contact about content on a site relating to the College, staff should inform their line manager before taking any action. The RNCM's Director of Marketing and Student Recruitment must be consulted in such cases.
- Sites should not be used for accessing or sharing illegal content.
- Staff must not use social media to contact students under the age of 18.
- Staff must not share content on social media in which students and young people under the age of 18 can be identified without prior consent. This includes all material that may also identify the school and/or organisation to which they belong.

The RNCM does not discourage staff from using social networking sites. However, all employees should be aware that the College will take seriously any occasions where the sites are used inappropriately.

If you have disclosed your affiliation as an employee of the RNCM, it is important to ensure that your profile and any content you post are consistent with the professional image you present to colleagues and prospective students.

Any member of staff found to be engaging in any form of online activity that is deemed as cyber bullying, bringing the College's reputation into disrepute, using the Internet in any way to attack or abuse students, colleagues or tutors and/or uses the sites at inappropriate times may face disciplinary action.

Please reference the College's Disciplinary Policy for more information.

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 by other members of staff in breach of this policy please report it to the Director of Marketing and Student Recruitment.