

SOCIAL MEDIA POLICY

Introduction

When used effectively, social media provides an excellent platform to share club activities and to promote membership growth. The Highlands and Islands Students' Association (HISA) encourages all clubs and societies to make effective and appropriate use of this tool. As representatives of the Students' Association and the university, it is important for clubs and societies to maintain a positive and responsible online presence. This policy aims to provide guidelines for the appropriate use of social media platforms by clubs and societies registered with the Students' Association. All committee members should familiarise themselves with this document and ensure its implementation.

1. Purpose of Social Media Presence

- 1.1. Clubs/societies should use social media platforms to enhance communication, promote events, share achievements, and engage with their members and the wider community.
- 1.2. The primary focus of social media accounts should be aligned with the club/society's mission, values, and objectives.

2. Account Administration

- 2.1. All social media accounts created on behalf of a university club/society are not directly affiliated with the Highlands and Islands Students' Association or the University of the Highlands and Islands, and nor should they be seen to be.
- 2.2. Only authorized representatives of the club/society should have access to and administer the social media accounts.
- 2.3. Any social media accounts should not be directly affiliated with any committee members or their personal information.

3. Content Guidelines:

- 3.1. Respect and Inclusivity: All social media content must adhere to the principles of respect, inclusivity, and diversity. Avoid any form of discriminatory, offensive, or harassing language or content.
- 3.2. Clubs and Societies are required to maintain the UHI Student Code of Conduct and the Student Group Code of Conduct within their social media presence.
- 3.3. Confidentiality and Privacy: Do not share confidential or sensitive information related to the university, its staff, members, or any other individuals without proper authorization.
- 3.4. Copyright and Intellectual Property: Always give credit to original content creators and seek permission when necessary. Do not post copyrighted materials without proper authorization.



3. Content Guidelines Continued:

3.5. Accuracy and Authenticity: Ensure that the information shared on social media platforms is accurate, reliable, and authentic. Fact-check information before posting and correct any mistakes promptly.

3.6. Professionalism: Maintain a professional tone and language in all social media interactions. Avoid engaging in online arguments or confrontations.

3.7. Event Promotion: Clubs/societies should utilize social media to promote their events responsibly and in compliance with any relevant university policies.

4. User Interaction:

4.1. Respond to inquiries, comments, and messages promptly and professionally. Use appropriate language and tone when engaging with users.

4.2. Monitor and moderate comments and discussions on social media platforms to ensure they remain respectful and in line with the club/society's guidelines.

4.3. In case of any inappropriate or offensive comments or messages, promptly report to hisaactivities@uhi.ac.uk and take necessary action, such as deleting the content or blocking the user.

5. Confidentiality and Security:

5.1. Protect the privacy and confidentiality of club/society members and stakeholders. Do not share personal information without explicit consent.

5.2. Use strong passwords and regularly update them to ensure the security of social media accounts. Take appropriate measures to prevent unauthorized access.

6. Compliance and Accountability:

6.1. Clubs/societies are responsible for complying with all relevant laws, regulations, and university policies when using social media.

6.2. The Students' Association or designated authority may periodically review social media accounts to ensure compliance with this policy.

6.3. Violations of this social media policy may result in disciplinary action, including the suspension or closure of social media accounts.

