

Social Media Policy



**Harper Adams
University**

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Social Media

The University recognises the importance of social media when it comes to staying connected with friends from home, and from Harper Adams. There are many online groups and pages which you can join to stay connected. These include the official Harper Adams Facebook page – www.facebook.com/harperadams and the Twitter feed – www.twitter.com/harperadamsuni.

Students are reminded that it is not only students who use social media to communicate; many industry professionals and staff from the university use it too. Harper Adams advises that students consider the privacy settings of their accounts at the beginning of term and make adjustments accordingly.

Any statement that is made online which could have a negative impact on a person's (or business's) reputation could lead to accusations of libel/defamation and lawsuits. This includes setting out to humiliate a person, even if only to a small audience. Under UK law, if a person is accused of libel/defamation, the burden of proof is on them to prove that their statements are accurate.

Although the University respects freedom of speech, comments that could be seen as damaging to its reputation, or that of a student or staff member, will be considered as misconduct and dealt with under the relevant disciplinary policy.

Students are advised that the University's Marketing Team routinely monitors use of all University branded websites and social media. Under the UK Government's Prevent Duty, all Universities are expected to ensure that University branded websites and/or social media are not used to promote extremist material or activities. The Students' Union has been asked by the University to ensure that it also ensures that its websites and/or social media are not used to promote extremist material or activities.

Student safety is paramount, and this includes behaviour online.