STUDENT GUIDE
TO SOCIAL MEDIA

The University of Liverpool [Social Media Compliance Policy](#) is designed to help students at the University use social media without compromising reputation, personal security or University security.

This guide is designed to help you navigate the policy as well as understand how to use social media effectively and safely.

WHAT IS SOCIAL MEDIA?

Social media are virtual communities and networks which provide a base for interactions and the exchange of user-generated content. They allow people to share information, opinions, knowledge and interests.

Examples of popular social media sites include but are not limited to:

- Twitter
- Facebook
- Instagram
- YouTube
- LinkedIn
- Flickr
- Wiki's/Blogs

KEY POINTS TO REMEMBER:

- **Make the purpose of the site clear** – tell your followers or friends what you are interested in. The clearer you are, the more successful your account is likely to be.

- **Keep it in good taste and make sure it isn't unlawful** - don't forget that once it is out there, it is almost impossible to remove, so think before you tweet! Offensive material will almost certainly attract the wrong type of attention and could seriously damage your reputation. It could also result in the University taking disciplinary action.

- **Consider your message, audience and goals** - don't forget that it's very difficult to limit who sees what on social media, so bear that in mind before posting content.

- **Be accurate** – mistakes can happen, but try to make sure what you post is accurate.

- **Consider the impact** – material posted on social media can have a long-term impact on your employability prospects and reputation. Make sure you consider the consequences before you post.

- **Respect others' privacy** - don't include personal information about yourself or others including other students and University staff.

- **Familiarise yourself with professionalism and confidentiality rules** - make sure you know the rules to protect privacy relating to your area of study at the University. For example,

Health Sciences, Dentistry, Medical and Veterinary students must retain professionalism and respect confidentiality in clinical cases. Research students must also be aware of rules governing the recruitment of study volunteers.

- **Be aware of copyright and intellectual property issues** – do you need permission to publish the information on your page? Make sure you check before posting because infringement of rules could lead to legal action.

- **Don't use the University logo** - the University logo and any other University images or icons must not be used for personal social media sites.

- **Let us know** - if you want to set up a University-linked social media account (for a society or club) let us know. You can check out the social media guidelines on the University website for more information, tips and best practice guidance.

- **IT regulations** - don't forget that as a registered student at the University of Liverpool you have agreed to abide by the University IT regulations.

- **Social media is monitored** – social media use – from personal or University accounts – is monitored by the University and covered by regulations governing student conduct. Inappropriate social media use (for example offensive, intimidating, threatening, indecent or illegal content) is likely to result in students being referred to the University's student disciplinary procedures.

USEFUL POLICIES AND PROCEDURES:

- Conduct and discipline
- Dignity at work and study
- IT regulations, policies and codes of practice
- Student Charter

CONTACT US:

If you have any further questions, please contact the University's PR team on news@liverpool.ac.uk.