1. Introduction

1.1. De Montfort University (DMU) recognises the numerous benefits and opportunities that social media presents. We actively use social media to engage with Students and the general public, to celebrate success, communicate research and enhance the University's profile online. Therefore, DMU also actively encourages University Students to make effective and appropriate use of social media channels and to use them to engage in conversations with the DMU community.

1.2. Despite the opportunities presented by social media, there are risks. Social media allows individuals to communicate either in their name or anonymously with a potentially huge audience, and sometimes its informality can encourage us to be less cautious than we would be using other more traditional methods of communication and interaction. Inappropriate use of social media can be damaging to the reputation of the University as well as have a negative impact on Staff and Students.

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3.7.   Students should check the terms and conditions of a social media account and/or website before uploading material to it; by posting material to social media accounts and/or websites, ownership rights and control of the content may be released. For this reason, it is important to exercise caution in sharing all information, especially where the information, expressly or by implication or innuendo, identifies a third party.

3.8.   Students must be aware of the potential impact and permanence of anything posted online. Even if your settings are set to private, other people may share information you have shared with them or there may be information out there from before your settings were changed. Therefore, Students should avoid posting anything:

   x they do not wish to be in the public domain.
   x which contravenes sections 4, 5 and 6 of this policy.

3.9.   Any digital material posted online could reach a wider audience than was expected or intended. Once digital content has been created and shared, there is limited control over its permanence and audience.

3.10. Students should note that they have the right of erasure under the data protection legislation, and that they can request that social media companies remove content concerning themselves. It should be noted that there are circumstances where the social media company can refuse to remove content, for example where they might be used as evidence in legal proceedings.

3.11. Students should note any personal data uploaded onto social media about themselves is normally regarded as being put into the public domain, and therefore has significantly less protection from the data protection legislation.
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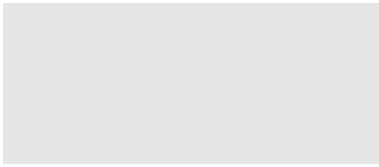
and 14 of those Regulations.

- x Where appropriate refer to the faculty with responsibility for Fitness to Practise processes.
- x Annually review and update this policy, where appropriate, and any other associated policy and guidelines and publish details of any changes.

Annex A – How to use social media

How to use social media
Tips and hints on staying safe and managing your reputation

We all recognise the enormous benefits and opportunities that social media presents and we actively encourage our Students to use social media to communicate and keep in touch with latest news and research in their area.

Despite the opportunities, there are risks. Social media allows individuals to communicate with a potentially large audience, and sometimes its informality can encourage us to be less cautious than we would ordinarily be.

These tips are to help you when you are considering posting on social media. They will help you manage your professional reputation and ensure you follow University guidelines and the law.

The Centre for Enhancing Learning through Technology (CELT) are able to provide support and guidance for users of various social media technologies.

- x **Remember, everything you post online is public**. Once it's out there you lose control of how others might interact with it. Posting anything online (even on closed profiles or private messaging services, like WhatsApp, for example) has the potential to become public, even without your knowledge or consent.

- x **Think before you post.** It is important to realise that even the strictest privacy settings have limitations. Once something is online, it can be copied and redistributed. Would you be happy for your family, lecturer or future employer to see it? If not, then it's probably not a good idea to post it. There have been a number of high-profile cases where Students

- x **Use Secure Passwords.** Remember to use a secure password and current advice for this is to use a pass phrase of three or more words that you can picture in your head. Never re-