

Sports Federation Social Media Policy

Introduction

Social media allows representatives of the University to interact with individuals and groups to strengthen our reputation, establish relationships and provide information.

These guidelines give advice on how to take part in and make best use of social media whilst representing the University of Brighton as a Sports Federation club.

Key points to take from this document can be summarised as follows:

- Do not take an action you may later regret that would embarrass yourself or the University.
- Pause and think before posting; remember that no online communications are, or remain, truly private.

Guidance for using social media

This guidance should be read in conjunction with the following:

- University of Brighton Social Media Policy
- Conditions for use of University of Brighton Computing Facilities

When using social media platforms in a professional capacity please consider the following points:

1. Be open and transparent about your affiliation with the university. Provide a signature which relates all communications to you.
2. Use common sense when posting. Be aware that others will see anything you post and that this will be permanently available and open to being republished in other media. If you do make a mistake, admit it and avoid altering previous posts. If you do make a correction or edit a post indicate that you have done so.
3. Respect your audience by being authentic and honest. Remember that posts have global significance. You should consider other people's points of view and their privacy when interacting online.
4. Do not 'spam' people with postings from pages you administer. Consider whether a post is relevant before posting and do not repeat information unless absolutely necessary or it is reasonable to do so.
5. Your privacy and safety. Be conscious when mixing your business and personal lives online. Remember to use the security settings available to you. It is up to you what information you choose to share with who.
6. Be courteous and polite even when dealing with aggressive comments. Beware of 'trolls'; people who deliberately try to draw you in to an argument. Respond in a neutral factual tone to diffuse negative discussion. Other commenters will likely provide alternative options or will give more balanced opinions.
7. Monitor and moderate comments being made by other people on the pages you administer. Respond promptly to questions and other interactions as required.
8. Encourage debate and interaction within your audience or community through the style and tone of what you post by being engaging and interested.
9. Be mindful of the university's ethos and values, when you use social media. Try not to broadcast your message but instead be human and participate. Provide worthwhile

information with perspective. The university is best represented by its people and what you publish will reflect on this.

10. Do not infringe copyright or confidentiality. Respect copyright owned by persons within the university and outside it.
11. Ask permission before posting someone's picture on a social network.
12. Individual enquiries and feedback are best dealt with through official channels such as university email and not via Facebook messages or Twitter direct messages (DMs). This makes it easier to establish a 'paper trail'. If you are responding to a complaint through a service account respond quickly and take the complaint offline by directing the person to an email or telephone contact point. If criticism is unreasonable it should be reported to Sport Brighton.
13. Remember that you represent the university when you use social media. Be careful and considerate when responding to criticism directed either at you or towards the university. Avoid bringing the university into disrepute with what you post online as it will affect both your reputation and that of the University.
14. Use the correct University of Brighton branding where appropriate. Check with Sport Brighton if you are unsure; they will be able to help.

Libel

Libel is defamation by published material that damages someone's reputation or the reputation of an organisation. This covers anything you may say online as the internet is covered by the same libel laws as print publishing. In English law it is up to the author or publisher to prove what they say is true. Do not repeat rumours or quote others who are making defamatory remarks.

Monitoring of social media

If you see something that concerns you please do not hesitate to report it.

If you would like a particular mention related to the university tracked then please contact the Sport Brighton to arrange this.

Conclusion

- Use social media to express yourselves and the club positively.
- Be innovative and relevant to your audience.
- Remember that misuse of social media could potentially have repercussions for individuals and teams. If in doubt don't post.
- Don't forget to use key hashtags and tag [@SportBrighton](https://twitter.com/SportBrighton) in communications.