Abertay University

Introduction and scope

As members of the University, students subscribe to institutional regulations which enable all members of the Abertay community to live and work together in harmony. These regulations require all members of the University community to observe certain standards of behavior. Students are expected to behave courteously and not to engage in behavior which is, or is likely to be prejudicial to the good order of the University and/or which is offensive and/or improper towards others.

The University recognises that the internet provides unique opportunities to participate in interactive discussions and to share information on various topics using a wide variety of media such as Facebook, Twitter, blogs and wikis. The use of such online media sites has become a significant part of life for many people as a way of keeping in touch with friends and associates and can be used to exchange ideas and thoughts on common interests, both from a personal and employment perspective.

Anybody is free to talk about the University on social media sites. However, please be aware that disparaging or untrue remarks which may bring the University, its staff or students into disrepute may constitute misconduct and may result in disciplinary action being taken. You should avoid posting any communications which might be misconstrued in a way that could damage the University's goodwill and reputation, even indirectly.

The use of social media by students of the University can also pose risks to the University's confidential information, reputation and overall compliance within the law. To minimise such risks, the University expects its students to comply with this guidance in relation to the use of social media.

This guidance applies to personal use of social media by students of the University and to all online activity where misconduct may be identified.

Guidelines relating to use of Social Media

If you wish to have a social media presence, or already have a presence in place, which refers to the University or from which the University can be identified, please make sure it is clear that you are speaking on your own behalf, for example by writing in the first person and using a personal e-mail address.

You are personally responsible for what you communicate in social media. Remember that what you publish may be readily available to the public (including the University, prospective future employers, the media and social acquaintances) for a long time. Keep this in mind when posting content. Inappropriate posting of content can damage your career potential, since potential (and current) employers often screen social media sites when considering applications.

Social media should not be used to abuse or intimidate staff or students. Respect should be had at all times for other people's privacy and feelings. Care should be taken to avoid language which may be deemed as offensive to others. For example, you should not:
- say defamatory things about people or organisations;
- say anything that is or could be construed as discriminatory;
- say anything that is or could be construed as harassment;
- engage in any criminal activity;
- tell lies or mislead people; or

- post inappropriate pictures or videos; or
- access or share illegal content

If you wish to raise concerns about any inappropriate posting of content, you should contact the Support Enquiry Zone.   July 2017