



Digital Communications Policy

[Last updated 16th July 2019]

Context

St Edmund's College recognises the numerous benefits and opportunities that arise from effective communications, and how making full use of traditional and digital communications technologies can further the charitable objects of the College. The College will be pro-active in communicating news and information out to its various audiences and the wider public. It will also be similarly pro-active in safeguarding its reputation for excellence as part of collegiate Cambridge.

The primary audiences for the College's communications are as follows:

- a.) Prospective applicants
- b.) Alumni, donors, and friends to the College
- c.) Members *in statu pupillari*
- d.) Fellows of the College
- e.) Staff
- f.) The wider public

The communications strategy for the College is to be monitored and updated by a Communications and Information Committee/Working Group of the College. Which contains representation from Admissions, Tutorial, Development and IT and others it is deemed appropriate to include.

The everyday management of content on the College's communications platforms (Social media accounts, website, display boards both digital and physical, news bulletins, print materials, and any other communications medium) is delegated to the Development Office. The technological maintenance of any digital communications is overseen by IT.

Behaviour

Digital communications by all Members of College and staff should be professional and respectful at all times. Any breaches to this expectation of professional and respectful conduct should be reported in the same manner as any other form of complaint.

Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the College and will be reported as soon as possible to a relevant member of staff, and escalated where appropriate. The College will take appropriate action when necessary.

Where conduct is found to be unacceptable, the College will deal with the matter internally. Where conduct is considered illegal, the College will report the matter to the police and other relevant external agencies, and may take further disciplinary action.

Social Media Moderation

The College's social media networks are governed by a Social Media Moderation Policy, based heavily on that of the University of Cambridge, the text of which is as follows:

St Edmund's College welcomes the community's contributions to the online discussion environment on its social media channels (e.g. comments, photos and photo tagging).

The College's social media accounts provide places to discuss St Edmund's College; its research, events and breaking news. The following guidelines are designed to help provide a quality environment for our community. Please take a minute to read them and keep them in mind whenever you participate.



St Edmund's College abides by the Terms and Conditions of the social media networks on which it operates, and the College asks its followers to do the same. In particular, please do not "post unauthorised commercial solicitations (such as spam)"; "bully, intimidate, or harass any user"; "post content that is hateful, threatening, pornographic, or that contains nudity or graphic or gratuitous violence"; or "do anything unlawful, misleading, malicious, or discriminatory" on St Edmund's College's social media presences. It is important to note that all comments and postings by users on this site ("User Content") do not necessarily reflect the opinions of St Edmund's College. St Edmund's College reserves the right to remove any posts. In particular those that contain commercial solicitations; are factually erroneous/libellous; are wildly off-topic; or that otherwise violate the statement of Rights and Responsibilities of that particular social media platform, will be removed.

The social media moderation policy is guided by the principles and policies used and applied by the University of Cambridge. Where there is an aspect of social media not covered by a College policy, the College defers to the policy held by the University.

The Social Media Moderation Policy is implemented in most cases by the Development Office. In the first instance, an interaction with the College's accounts in violation of this policy is deleted. If there is a repeat violation by the same person within a short space of time, the user will be blocked from being able to interact with the College's social media accounts for up to 30 days. If they are a Member of the College, they will be notified of this via e-mail, copying in the Bursar and, where the Member is *in statu pupillari*, their Tutor.

If a blocked member wishes to appeal the decision taken, they can do so by written request and this request will be considered by the Communications Committee. In all other cases, their access will be restored following a written commitment to adhere to the social media policy in the future. If there is a further breach following this, the College reserves the right to block the Member or user permanently.

If a breach of the policy is considered sufficiently serious, the Development Office may refer an incident to the Bursar with a view to permanent blocking and/or disciplinary action being taken.

Issues not covered within the scope of this policy:

Where a question of the communications policy of the College is not covered by this or by any other College policy, the College defers to the practices and policies of the University of Cambridge.

