Social media guidelines

Clare Hall recognises the numerous benefits and opportunities that a social media presence offers. The College actively uses social media to engage students, staff, Fellows, the public and other key groups, communicate research and news about College life, publicise events and opportunities, and enhance the College's profile online. Our audiences are largely internal and prospective, but we also seek to enhance public engagement through events materials and inspiring educational content.

Considering this, Clare Hall:

- aims to build relationships and work with the GSB and students to share information about College activities online;

- welcomes the fact that students will often come to College with an existing social media presence and that they may wish to expand that on arrival;

- encourages students to make effective and appropriate use of social media, and to engage in conversations with the collegiate community.

These guidelines have been written to help students manage social media accounts and to avoid the pitfalls that can be associated with ill-judged social media use. They should be read alongside related College and University policies, which are updated from time to time:

- [Clare Hall policies, documents, and statutes](#)

- [Section 6 of the University Disciplinary code](#)

At all times, students are expected to behave in a way that is consistent with membership of our collegiate community and to comply with the law, including when using social media. Breaking the law will be considered seriously by the College and could lead to a student being investigated by the police and other relevant agencies. Where conduct is found to be unacceptable, Clare Hall may take appropriate action, in line with the College's [Discipline and Rules of Behaviour protocol](#).

Guidelines on social media use

A student's personal social media account is a valuable tool for them to use and it is their choice what to post. The following general guidelines are intended to assist students in making the most of their social media use while at College.

Do:

- Consider the effect your post might have on your future career and that of students around you. Where a student is on a professional programme of study, misuse of social media may breach their profession's codes of conduct.

- Treat others with respect when online.

- Express opinions and be critical, but consider doing so in a balanced and measured manner and remain factual.

- Ensure you have permission to 'share' other peoples' materials and acknowledge the author.

- Properly manage any group/social/society social media account(s) – see the advice below entitled 'Moderation and management of society pages/private groups etc'.

- Think before posting – what you share, wherever you share it, could be made widely available to the public and media and, even if you delete it, could have a life well beyond what you intended. If you aren't sure about whether you should publish or not, consider asking a close friend for their thoughts.

- Look at your privacy settings. Consider what personal information you share and whether you want to reduce the amount strangers can find out about you. Also consider what you say in the biographical/profile section of your account. This can lead to added interest but also to unwelcome attention.

- Be aware of your personal safety – check your geo-tag settings. Some apps and social media will reveal your current location to others.

- Take a break from social media, especially if you feel it is taking up too much time, is on your mind too frequently, or if you are feeling angry, tired, stressed or have been drinking alcohol.

- Consider the accuracy of any information and the veracity of the sources that you are sharing.

- Remember anything that damages a student's reputation can also damage the College's and University's reputation, intentionally or not.

- Cross-promote your accounts and interact with University and College social media accounts. You can use the tag #ClareHallCam to easily share your content with Clare Hall's Communications Manager, or email communications.manager@clarehall.cam.ac.uk to collaborate.

Don't:

- Don't break the law. The errors most likely to be made include serious harassment and abuse, defamation (e.g. libel, where your comments seriously damage the reputation of someone) or committing contempt of court (posts relating to active criminal investigations and trials in a court of law).

- Don't use University or College branding on personal accounts.

- Don't publish confidential or sensitive material.

- Don't breach copyright, data protection or other relevant legislation.

- Don't assume your information is private. For example, it may be possible to determine your College affiliation and/or the location of your household if you 'check in' or tag posts with your location on a regular basis.

- Don't forget that there is such a thing as internet and phone addiction.

  Did you know…?

  - Negative mood, depression, attention deficit and hyperactivity disorder, as well as social isolation, low self-esteem and psychosis are all associated with internet addiction
  - Phone addicts are often easily distracted, suffer disrupted sleep and are tempted to lie about their phone use
  - Overuse of a smartphone can lead to a range of physical and psychological disorders

  So what can you do…?

  - Schedule your internet time and keep parts of the day 'internet free'
  - Don't use the internet in bed just before you sleep, or during meals
  - Accept that you don't have to answer every email/text message immediately
  - Disable unnecessary notifications
  - Make the internet work for you, don't become dependent on it for your peace of mind

Moderation and management of society pages/private groups etc

Many social networks offer an opportunity for members of the public to comment below content that you have posted on behalf of a group or society. We would advise against letting this go un-checked, and, indeed, ideally you should follow and implement a moderation policy. As an example, you could look at the moderation policy the University of Cambridge uses to manage its Facebook page. Students moderating group pages (for formal or informal societies) might also find the University's Social Media Guidelines for staff a useful reference point.

Harassment on social media

Anyone can report an incident to Clare Hall (please refer to our guidance on, and procedures for, handling reports of physical misconduct, sexual misconduct or abusive behaviour raised by students about other students). The College will act immediately to support our students who witness or experience harassment. Where students are in receipt of or witness offensive, unacceptable content via social media, this can be reported to their Tutor.

Assistance

If you experience any problems online, please discuss these with your Tutor in the first instance. If an inappropriate comment appears on Clare Hall's social media, please email the College's social media administrator via communications.manager@clarehall.cam.ac.uk.

How Clare Hall uses social media

Clare Hall currently manages a Facebook page, Twitter, LinkedIn, Instagram and YouTube account, as well as a LinkedIn group and Clare Hall Connect – a networking platform for Life Members and students. The Graduate Student Body also runs a Facebook page, Facebook group and Instagram account.

The College takes an interest in posts made by societies, groups and individuals, which bear Clare Hall's name, which specifically reference or tag Clare Hall in their content, or from accounts followed by the College. This is a helpful way to identify news and activities relevant to our community, which the College may then share via its own channels.

Social media is not used speculatively to monitor the activity of Clare Hall's students, unless explicitly linked to the College in the ways set out above, except in cases where reports have been received that constitute a risk to individual(s), College property or College reputation. In such cases, the College reserves the right to examine public posts involving Clare Hall's members or locations.

In addition, social media privacy settings do not prevent other users taking screen grabs, in order to share a post with a wider audience or to report issues to the College or other authorities, even if the relevant content has since been deleted. In very serious cases, the law allows for the investigation of private posts by the police.

The University reserves the right to request the removal of content from an official social media account if it is deemed that the account or its submissions pose a risk to the reputation of the University, or to that of one of its members.