UNIVERSITY COLLEGE BIRMINGHAM

GUIDANCE FOR STAFF – SOCIAL NETWORKING SITES and PERSONAL INTERNET PRESENCE

Introduction

The purpose of this guidance is to protect the reputation of employees of University College Birmingham and the University as a whole from abuse via staff usage of social networking and personal internet sites. The University recognises that such sites are increasingly useful communication tools and acknowledges the right of staff to freedom of expression. However, staff must be aware of the potential legal implications of material which could be considered abusive or defamatory.

Definition

This guidance applies to social networking sites, personal web pages, personal space provided by internet providers and internet presence including, internet forums, blogs, vlogs, wikis, social networks, podcasts, internet messaging and any website that supports public commenting or posting which make available personal views to the general public.

Guidance

If you already make reference to your employment at University College Birmingham on a personal internet site as defined above, or you intend to create such a site, you should inform the Director of IT & Digital Infrastructure

- Use a disclaimer such as "the views contained in these web pages are my personal views and do not represent the views of University College Birmingham"
- Do not use the University logo on personal web pages
- Please remember that you do not have the right to brand external web pages using the University's identity or logo, or to otherwise appear to represent the University
- Avoid bringing the University or its staff into disrepute and do not use your site to attack or abuse colleagues or students of the University - consult the Pro-Vice-Chancellor (Information Services) if you are unsure whether the content is appropriate
- Do not reveal information which is confidential to the University - consult your manager if you are unsure
- Do not include contact details or photographs of staff without their permission
- If you receive press or media contact regarding the content of your site which relates to University College Birmingham, consult the Marketing department before taking any action
- The use of social networking sites does not form part of the University recruitment process
- The University reserves the right to take action under the Disciplinary Procedure if necessary. Any serious misuse of social networking sites that has a negative impact on the University may be regarded as a disciplinary offence.