



University of
Central Lancashire
UCLan

Social Media Policy

**Embracing a digital-led approach to
customer engagement**

Social Media Team, External Relations

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Version 2.0

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The [Office for Students \(OFS\) definitions](#) for harassment, sexual misconduct and bullying have been used in this [Policy/Procedure/Guidance]. Within this [policy/procedure/guidance] the term 'staff', 'colleague' and 'employee' are used interchangeably.

The OFS define staff as: includes but is not limited to employees (whether permanent, fixed-term or temporary) and all other individuals engaged by the University or acting on its behalf, including senior managers, officers, directors, consultants, contractors, trainees, seconded staff, homeworkers, casual workers, volunteers, interns, agents and sponsors.

Document Control & Review

This is an internal, confidential document issued by External Relations effective from November 2022. This policy is due for revision in Autumn 2025.

Any copied or printed versions will be an uncontrolled copy. The definitive version is available from External Relations or via email from socialmedia@uclan.ac.uk or via the External Relations [Sharepoint site](#).

The University's social media policy and guidelines will be reviewed every 24 months to ensure they stay useful, relevant and up to date.

Policy Objectives

This social media policy document and associated social media guidelines have been developed to support and guide University colleagues on how to safely and productively use social media platforms in order to strengthen our brand and reputation.

This places a particular focus on the roles and responsibilities around professional UCLan account management.

This policy should also be read in conjunction with [UCLan's Social Media Guidelines](#). This provides a best practice guide for Channel Managers, aligning the University's approach to social media and provides context to the social media strategy. The guidelines focus on the organic and free use of social media and outline our audiences, approach, and methodologies.

This policy aims to:

- Promote efficient, effective, and innovative use of social media as part of the University's activities.
- Encourage good practice of social media management across UCLan to protect, support and grow our online presence.
- Embed governance for the creation and day-to-day management of accounts, with an opportunity to reduce the number currently in existence.
- Adopt a content led and customer focused approach across all UCLan social media channels, focusing on a core UCLan narrative which elicits emotion to drive engagement.
- Give direction and provide consistency across all University social media regarding brand, messaging and tone.
- Protect the University, its colleagues, and students, from the legal and reputational risks of social media.
- Support the People Team and the Internal Communications Team in giving guidance to colleagues using social media personally and in promoting advocacy of the UCLan brand.
- Provide guidance relating to the request and creation of accounts, alongside clear governance relating to unauthorised accounts and the steps where appropriate, to remove them.

Our UCLan social media channels and corporate website are our global 'shop windows' where enormous numbers of prospective students, colleagues, business partners, advocates and other audiences often have their very first impression of the UCLan experience. Consequently, we have an opportunity to maximise the potential of this valuable online real estate as a platform to share the transformational nature of our student experience and the life-changing impact of our research.

By developing a comprehensive UCLan Social Media policy and associated toolkit, the University is taking clear steps to protect and strengthen our online presence now and in the future.

Management of UCLan Social Media Channels

The University's Social Media Team is located within External Relations. The Social Media policy will see the External Relations team assuming a lead role over all UCLan social media channels in order to professionalise, strengthen and protect the University's online presence and to minimise risks to our brand and reputation.

Any social media networking site that bears the UCLan name, logo and trademark is classified as a UCLan official channel, and therefore is classed as UCLan's intellectual property.

- **UCLan Corporate Accounts**

These are the main channels which promote the University. They usually carry a 'blue tick' to demonstrate they are 'verified' by the channel which means that the profile that has been confirmed as the official profile for the brand it represents.

- **UCLan Official Accounts**

UCLan official channels refer to any channel that is approved, published and managed with the appropriate governance and management in operation. This includes faculty, school, departmental or institute accounts which focus on a particular area, discussion or topical area.

- **UCLan Associated Accounts**

UCLan associated accounts refer to those that utilise the UCLan name, brand and trademark but are not directly owned by the University and we play no role in their day-to-day management. This includes accounts operated by associated and connected organisations to the University such as, but not limited to, Trade Unions, Students' Unions and student-led society groups.

Whilst UCLan is not involved in their management, due to the association and use of our brand, we will continue to monitor and engage with these groups to maintain and protect our online reputation.

External Relations will support the generation of effective social media campaigns while showcasing the latest news, events and opportunities across the University to a range of audiences. Outputs will align strongly with our brand and our values and rich and engaging content will continue to be developed and created across all UCLan platforms

Any social media channels which bear the UCLan name, logo and trademark will be overseen by External Relations with a small number of appointed 'Channel Managers' in operation across the university where appropriate.

While a centrally governed approach across all campuses and platforms is adopted there will continue to be engagement and collaboration with subject experts across the University and a wide range of university stakeholders.

As part of the University's governed approach to social media, only designated and trained UCLan colleagues from the University's Social Media team and designated 'Channel Managers' in satellite teams will be able to access and manage social media channels directly on behalf of UCLan as part of a hub and spoke model.

The running of B2B and B2C social media channels requires professional knowledge and expertise, and when appointing Channel Managers to University accounts we will be looking for colleagues with skills in communication, digital media and content, as well as the time resource to contribute effectively to their daily maintenance. Further training and guidance will also be provided to upskill where appropriate.

Although day-to-day social media management will be kept within the External Relations team, UCLan colleagues are encouraged to suggest content ideas to support their objectives and audience needs and the Social Media Team will liaise and collaborate with faculties, schools, course leaders and professional services to curate a wide range of content.

Any ideas or pieces of content that colleagues across the University would like to share or would like to get involved directly can contact the team via socialmedia@uclan.ac.uk.

Under this central management of social media, all approved UCLan social media channels will benefit from:

Activity	Actions
Strategy and Planning	The strategic planning of social media approach, content and campaigns.
Daily posting and engagement	Posting and scheduling content on UCLan's social media channels.
Daily customer service	Clear governance around monitoring and responding to audiences on social media.
Content creation	The creation of content for UCLan's social media channels. This includes reviewing and incorporating content produced by skilled and relevant UCLan colleagues outside of the central team.
Content approval	Reviewing and approving all content created for UCLan's social media channels.
Measurement reporting	Measuring and evaluating the impact of UCLan's social media.
Security and passwords	Management and secure password control. Reviewing and updating all of UCLan's passwords and ensuring security protocols are in place.
Monitoring and listening	Monitoring key search terms and social listening across different social media platform.
Crisis response	Appropriate first point of contact if a crisis arises on social media affecting the University.
Reporting information	Anything that concerns the University's reputation on social media should be reported, e.g., imposter accounts, Freedom of Information requests.

Each approved social media channel will detail a main contact for the account as well as the designated 'Channel Managers' and additional Subject Experts (SE) where appropriate, who will feed in additional ideas, information, news etc to help populate the channel. A list of designated 'Channel Managers' can be found on [UCLan's Sharepoint pages](#).

Requesting A Social Media Channel

If you wish to explore the idea of setting up a new social media channel for your subject area, school or service, in the first instance please get in touch via socialmedia@uclan.ac.uk or via your Faculty Marketing Manager for an informal chat and discussion.

In most scenarios, there may already be channels available or alternative solutions to help achieve your objectives or reach your intended audience.

If you still wish to request a new channel, you must [submit an application](#) to the social media team for consideration and approval. Please read the submission form carefully and provide detailed responses to each question to support your business case.

If your request is approved, further guidance and support will be provided to get you started. We can provide a range of toolkits and handy guides for social media management as well as ongoing support and advice.

Channel Managers

When a new request for a channel is received by the social media team, individual requirements and training needs will be discussed on a 1:1 basis with the School or Service requesting the channel. From these discussions, an appointed and designated 'Channel Manager' will be agreed by the social media team within External Relations.

It is imperative appointed 'Channel Managers' have the appropriate skills, abilities and time resources available to manage the account successfully.

Channel Managers will continue to work in close collaboration with the central team, attend regular workshops and undertake regular social media management and content training.

Approved Social Media Channels

A full list of approved and official UCLan social media accounts can be viewed on our [Sharepoint](#) pages.

As part of our growing online community, the University also hosts a number of Facebook Community groups each year for prospective students, known collectively as our "social campus". In operation since 2015, these groups aim to provide a safe and secure place for

prospective students to meet before arriving at UCLan and then follows these students through to graduation and beyond – supporting retention and providing a platform for students to chat, collaborate, share and engage with each other.

For current listings of UCLan's Facebook community groups please visit uclan.ac.uk/socialcampus. These accounts operate on a yearly basis - for information and listings for previous years community groups please contact socialmedia@uclan.ac.uk

Unauthorised Use of Social Media Channels

External Relations reserve the right to close any social media channels operating on behalf of the University if they are not an 'approved' channel which is governed and managed in accordance with this policy.

In order to acquire 'approved' status, External Relations will audit UCLan channels on a regular basis, ensuring the following criteria are met:

- Clear aims and objectives of the channel
- Alignment with other key messaging/audiences already support by another channel
- Follower/Following quality ratio
- Unique content value
- Frequency of messaging
- Resource and associated skills available within school/service

The University will utilise data from independent online platforms to evaluate the value and reach of the channel, prior to a decision being taken.

All accounts which are not approved by the University will be closed with cooperation and in liaison with the individuals who created the account. If these measures aren't successful, the following steps will be taken.

- Escalated to appropriate line managers and Service/Faculty Directors for co- operation to remove the site.
- A formal request to remove/close the site will be issued directly to social networking channel regarding breach of trademark.
- A legal cease and desist regarding the University trademark will be reported via the relevant social networking channel and to the individual.

Dealing with and Monitoring Complaints and Safeguarding Issues

Whilst overall social media provides a positive platform for conversations and engagement, occasionally the University may be faced with difficult, offensive or controversial comments on its accounts or comments within our community which are cause for serious concern and/or present a potential safeguarding issue. In these circumstances, it is important to follow a designated and consistent approach.

For further guidance, please see also the [Social Media Crisis Communications](#) documentation located on Sharepoint

Complaints and Negative Issues

When responding or dealing with comments, queries, complaints or issues, the University will:

- Always be professional and polite
- Try and take it out of the public eye - ask them to send more information via direct message or email
- Be helpful and direct them to the most helpful page on the website if this is appropriate
- Know when to stop engaging - sometimes it can be better to stop responding or not to reply altogether.
- Address them personally so it doesn't feel like an automated response

If a user posts something about the University, it is first important to assess whether it is a fair and balanced comment. A comment that is factually accurate and well-cited, which may agree or disagree with a university post, is okay. In some instances, it may be preferred to let it stand rather than reply. If a response is necessary, a consideration of whether this response will add value or fuel the conversation or debate should be explored, and any potential repercussions from this course of action.

In all instances, complaints or negative issues should be directed to the central social media team for advice and guidance.

In some instances, if complaints and issues relate to a current student or staff member, we have a duty of care and further internal processes may apply or can be followed, such as the [Student Complaints procedure](#).

Safeguarding and Wellbeing Issues

The University has a responsibility to ensure all our staff, students and visitors are properly supported via our online communities.

Many online issues via social media may fall under the category of wellbeing or general student welfare, rather than the official term of Safeguarding, but it is important that the steps we take are the same regardless.

Conversations, discussions, threads or individual posts may include content or allude to situations which are potentially a cause for concern. These may include, but are not limited to, issues arising in the form of online bullying or harassment, social isolation, addiction, mental health and wellbeing, or individuals being sent inappropriate or distressing content.

If you are alerted to a situation online which may be cause for concern, it is important to always seek advice from the University's student support team and the central social media team in the first instance for further investigation and to ensure appropriate support, advice and guidance can be provided to the person(s) involved.

In addition to online activity, [UCLan's Safeguarding policy](#) is available for further reading as is a [toolkit](#) to help you as UCLan staff to better understand the different difficulties your students may present with and what you can do to help them. The University's approach to Safeguarding is based on the principles recognised within UK and international legislation and government guidance. Contact details for the wellbeing team can be found at the top of this [page](#).

In all instances, it is imperative you seek support, advice, and guidance from External Relations. Please contact socialmedia@uclan.ac.uk or extension: 4110.

Monitoring

The only way to ensure that UCLan's social media is efficient, effective and provides a return on investment is to continually monitor, measure and implement any necessary changes to improve engagements.

It is imperative that all UCLan branded accounts demonstrate:

- Original and authentic content from their product, service or school
- Engagement value with external audiences
- Potential growth with external audiences to enhance our online reputation.

Accounts which do not meet the expected quality criteria of the University will be reviewed and alternative solutions on how to promote our objectives will be explored.

Security Protocols and Passwords

The University has several security protocols in place to ensure that the use of social media does not negatively affect UCLan's brand or reputation. Social media is a key communication tool, but if UCLan's accounts are hacked or we cannot access the channels to maintain regular content, then serious reputational damage could be caused. It is therefore crucial that the University keeps accounts secure and information safe.

1. Social Media Management Software

The University's official designated social media management tool is currently the **Hootsuite Enterprise System**. This is a sector-leading software platform which allows holistic oversight and day-to-day management of UCLan's approved social media channels. All software that is used in relation to any social media platforms, or social media management – including apps, should always be kept up to date and Channel Managers will be advised on how to do this at regular intervals.

2. Creating and Updating Passwords

The External Relations team will set up all new channels in the first instance and will create a strong password for each UCLan account which will only be changed when compromised.

This includes, but is not limited to:

- When a member of the team leaves the University or changes role.
- When there is a security breach or suspicious activity on the accounts.
- When passwords have been provided to other individuals for limited access for 'takeover' content to be distributed.
- Passwords must always be kept secure and not be shared. All records of the password should be updated once changed (see below for information on storing passwords).

Users must follow good security practices when selecting passwords. Passwords should be at least eight characters in length and should include numbers, mixed case letters and symbols. They should not be made up of strings of the same characters, real words, or common passwords such as family names, car registration numbers, telephone numbers or days of the week. These types of password are easy to crack and can lead to security breaches due to unauthorised access.

3. Storing and sharing passwords

All passwords for social media accounts will be stored in an encrypted Excel document that is managed by the university Social Media team in External Relations.

This document must be saved on a University central drive so it is accessible from different computers, and it will only be shared with trusted and relevant UCLan colleagues.

If a colleague needs access to a social media account, the password must be requested from the central social media team.

4. Authorised Access

Page roles or administrative access to social media accounts will be closely monitored and updated regularly.

However, the majority of account access will be provided via designated logins via the University's social media management tool rather than directly to the platform (Facebook, X (formally known as Twitter) etc).

Direct access should only be required for certain activities such as live streaming.

When new users sign in from a new device (computer, tablet etc) the account primary holder will be alerted, and they will complete the authentication. Two-step authentication should be put in place where possible.

5. Devices and Third-Party Apps

Employees managing social media could use a mobile device to log-in to an account. Although apps make social media access easier, this also poses a security risk. These steps must be taken to help protect the University's brand and reputation:

- Where possible, all social media managers must use university-issued devices to access UCLan social media accounts.
- All devices used must be password protected and locked when not in use.
- If devices are lost or stolen, you must report it to the External Relations team immediately. You then must log out of all devices through the social media platform(s). The central External Relations team will be able to offer help and support if needed.

For example, even if all University accounts are secure, there is a threat of hackers through third-party apps. Any third-party app to be used in conjunction with a social media account that represents the University must be approved by the central External Relations team.

Social Media in a Crisis

If there is a crisis that affects the University, there cannot be a delay in communication. A crisis could be anything from adverse weather conditions or an emergency on campus or an event that may cause reputational damage.

How the University communicates in times of a crisis will have a lasting effect on the UCLan brand and reputation and therefore it is critical that it is done correctly. Inaccurate, inhuman, untimely and unconfident communication could negatively impact the situation in hand and therefore it is essential that crisis communications are managed and implemented by trained professionals.

Social media will be a key tool in accurately and confidently communicating the correct information to a range of different audiences in a crisis. It is therefore important for the University to have a fully prepared approach to using social media.

These four essential rules which must guide the University in a crisis:

- The University's priority will be the safety of students, colleagues, their families, and stakeholders.
- The University's communications will be proactive, honest, timely and relevant, whilst being compassionate.
- The University will not speculate but instead speak with a clear voice providing facts and advice.
- The University will take ownership of problems and be proactive in demonstrating how they will address them.

During a crisis, the out of hours on-call communications colleague will take the following steps to alert our community and the public.

All official crisis communications will be announced via the appropriate University's corporate accounts. If required, all scheduled posts due to go out across UCLan's social media channels will be paused until further notice and this will be actioned via the main Hootsuite Management tool across all UCLan accounts.

All Channel Managers should be sent a short statement of the crisis, with a reminder of the crisis communications advice. Follow up communication should be sent to social media managers to let them know when they can resume their normal posts.

Crisis communications advice for non-central social media channels

To ensure any crisis or important information is communicated correctly and appropriate Channel Managers should seek guidance from External Relations. This includes advice for non-central social media channels, which should await instructions from External Relations on the crisis before posting. Nothing should be posted until communication has been received from External Relations, or a statement has been made from the main University accounts.

In the event of a crisis, the Social Media Team in External Relations will work to the protocols set out by the Emergency Management Group. As above, in emergency situations, access for Channel Managers will be revoked and all scheduled postings paused immediately via our Social Media Management tool.

Community Wellbeing

Colleagues and students should report any social media posts immediately to the social media team in the following circumstances:

- A person may be deemed at risk.
- The University's reputation is at risk.
- The tone or language used does not demonstrate respect for the university, its colleagues, students or property.
- You are unsure how to proceed.

If colleagues and students are proactive and diligent, there may be an opportunity to stop potential incidents developing into a crisis and ensure a safe and secure online environment for all our community members.

Imposter Accounts

Imposter accounts can target UCLan's audiences, duping them into handing over confidential information and tarnishing UCLan's reputation. It is crucial that all imposter accounts are reported to External Relations via email to socialmedia@uclan.ac.uk.

Media Relations

Any requests from the media and journalists, for further information, a statement or further comment on any topic regarding the University should be directed to the University Press Team within External Relations in the first instance via email to pressoffice@uclan.ac.uk

Staying Compliant

General Data Protection Regulations

The University complies with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 whenever it processes personal data.

Individuals can provide personal data to the University via private conversations on social media. The University has a process in place to systematically remove this data from the platform, in line with GDPR. By having only approved channel managers running approved accounts, this allows the University to effectively comply with the legislation.

Untrained and unofficial administrators could risk inadvertently breaching GDPR if they're unclear or unaware of the University's strict approach to data management.

All Channel Managers must comply with the GDPR and the University's Data Protection Policy when processing personal data. In addition:

- All colleagues undertaking social media activity must have completed their UCLan GDPR training prior to being allowed access to UCLan channels.
- All direct message inboxes should be cleared down and full details deleted every three months. At times of high customer engagement such as Clearing, frequency will be increased.
- If personal information is required from a user in order to progress their customer enquiry, they should be issued with the following statement:

'UCLan takes the security of your data and your privacy very seriously and we'll treat it with the utmost care and respect. For further information on how we process your data please see our [privacy notices](#)'

For more information and guidance on GDPR, please contact [Legal & Governance Services](#)

Consent for Content

The University gathers consent from anyone in UCLan's community and beyond who are videoed, photographed or recorded for content to be used on official social media channels.

The University has a [central repository and asset bank for photography](#) governed by External Relations. The Asset Bank contains hundreds of photographs which are suitable for inclusion in official University publications and promotional materials. They include images of UCLan buildings plus students, graduates and university colleagues engaged in study and social situations.

All images in the Asset Bank have been obtained in accordance with the General Data Protection Regulation (GDPR) and relevant consent has been obtained, therefore they can be used freely across social channels. However, please note that the images on the asset bank can only be used by the University and must not be passed on to third parties.

If additional photography or video is captured for social media activity, consent forms should be collected and stored locally. A 'Consent & Photo Release' form can be downloaded from [Sharepoint](#) which is valid for over 18s. For consent for Under 18s – please consult the guidance and procedures on [Sharepoint](#).

For larger or public events where general photography and filming is taking place, individual forms are not always necessary. However, it should be clear, both prior and during the event that recording is taking place and individuals must be given a clear process to opt out.

Capturing Content

Photography or video content is often captured on devices to promote events or other official university business. The University has a strict protocol in place to protect the subjects in the photographs or video, and the University.

- All subjects of the photograph or film must be made aware that content is being captured for publicity purposes and permission should be granted by all subjects. If

permission is not granted, photography or video must not be captured, or must not include those individuals.

- Photography or video where possible, should be captured on a university owned device (e.g., not the employee's own device).
- If this is not possible, once the content has been used for its purpose, it should be deleted from the device immediately.

Copyright

Copyright law protects different types of creative work, but the most common work used in social media is photography, video and typographical arrangement of published editions (e.g. texts in books or online). The University must abide by copyright laws to not only protect the creators of the work, but also UCLan's brand and reputation.

Colleagues should refer to the **Copyright, Design Rights and Other Intellectual Rights** documentation which forms part of the [Staff Handbook for further information](#).

Advertising Standards and CMA Regulations

The University is legally required to adhere to specific legislation and regulations, including those shared by the Advertising Standards Agency (ASA), and Competition and Markets Authority (CMA). Under these regulations the University must be transparent and accurate with the information it shares on all marketing channels, including social media. Timely and informative sharing of information is crucial to audience decision making. We have a responsibility to share appropriate information with our audiences using key communication channels.

Confidentiality

All colleagues undertaking social media on behalf of the University must respect the University's private and confidential information.

Confidential information regarding our business operations, colleagues or students **must not** be disclosed through any social media accounts. Colleagues should also refrain from disclosing personal, confidential information about themselves through UCLan's channels. Please be aware that whilst some information may be freely available internally or in the public domain already, due to legal or other valid reasons, the University may not have publicly made a statement or joined the conversation.

If in doubt, channel managers should NOT post, like or retweet the information. If the corporate University channels have officially posted, then it will be safe to do so.

Please refer to the **Confidential Information** documentation which forms part of the Staff Handbook for further information.

Freedom of Information Requests

The University receives an increasing number of Freedom of Information (FOI) requests via our social media channels and we are legally obliged to respond to such requests in the same way as requests made via other traditional methods of communication, in line with the University's [Freedom of Information Policy](#).

If any FOI requests are missed, or there is a delay in responding, the University will have failed to comply with the FOI Act as well as this being a potential risk to the reputation of the University.

An FOI request can be requested via social media in a variety of ways – through both a public message and via a private chat. The request will be sent to Legal and Governance via DPFOIA@uclan.ac.uk as soon as it is received, and further contact details will follow if/when these are required and obtained.

This is to ensure we comply with the FOI Act and its timescales for responding to requests. It is noted that responses should be via the channel the request is received, unless it is not possible to do so. A holding statement should also be provided via social media to reassure the user that their request is being dealt with accordingly, in line with UCLan's internal policy and that someone will contact them directly in due course.

For example:

'Thank you for your Freedom of Information request via our UCLan social media channel. Your request and contact details have been passed onto the appropriate team and they will be in touch regarding your enquiry. If you have any further queries in relation to this matter, please email DPFOIA@uclan.ac.uk'

Requesting Content Placement on UCLan Channels

As part of UCLan's approach to social media, only approved social media authors will be able to manage social media accounts and post on behalf of the University.

If a UCLan colleague has a content idea, needs help with creating a piece of content or would like to post news, events or general information on the corporate channel, they can contact External Relations for consideration and dissemination where appropriate.

If you have some exciting news or an event you would like to promote and share on the central university channels, please email socialmedia@uclan.ac.uk

Please provide as much information as possible and we'll be in touch on how we can support you. Please allow 5 working days for a response.

Students' Union

The University will continue to work closely with the Students' Union in order to ensure there is a clear and transparent process for social media groups, pages and channels which utilise the UCLan brand and trademarks.

The Students' Union has its own independent Social Media Policy that is regularly reviewed, and the University will continue to work with the Students' Union to ensure policies are consistent or aligned where appropriate.

For guidance in relation to student social media usage and concerns please refer to the [Student Code of Conduct](#).

Associated Accounts

The University will continue to monitor and work closely with other associated organisations such as partner colleges etc in order to ensure there is a clear, transparent and collaborative process for social media groups, pages and channels which utilise the UCLan brand.

Any and all organisations should have permission to use the University's trademarked logomark and name, failure to secure this will result in the organisation being asked to remove these and if necessary, will be reported to the appropriate social media authority.

It is imperative that any channels using our trademark adhere to and uphold our brand and maintain our online reputation. External Relations will continue to liaise with the relevant stakeholders in order to ensure appropriate brand and trademark policies are in place.

Examples of associated accounts include:

- UCLan Online Study (CEG)
- UCLan Campus Cops
- UCLan UCU / Unison
- Lancashire Science Forensic Academy

Social Media for Personal and Professional Use

We encourage our colleagues across the University to use social media in their own professional capacity to build their personal networks and to connect with new and existing audiences.

This can be especially beneficial to individuals to:

- Promote their work, research activities and publications

- Engage with other academics and professional support colleagues in their field
- Participate in online conversations relating to research, academic events or new initiatives in the HE sectors.
- Positively promote UCLan by sharing news, events and engagement activities
- Engage the public and wider community as well as current and prospective students

On occasion, the Social Media Team in External Relations send out acknowledgements to our UCLan ambassadors and advocates – those colleagues who have independently and effectively contributed to our vibrant online community. It's the Social Media Team's way of saying thank you to colleagues sharing and spreading positive news about UCLan via their personal social media accounts.

Best Practice

If you intend to share content relating to UCLan, you become a representative of the University and therefore it is important to ensure that you identify yourself as a member of the UCLan community. This is applicable on any type of social media account, including one created for personal and professional use.

Ensure:

- Be clear that you are presenting your own views, not those of your employer.
- Never do or say anything online that you would not do in person.
- Always follow the guidelines set out by the platform around fair and responsible use.
- Avoid bringing the University into disrepute in anyway – if in doubt, don't post!
- Exercise good judgement and do not post any information that may be classed as confidential about the University or members of our community.

Please also refer to this advice in conjunction with the University's People Team policies. For further information and guidance on acceptable conduct, and social media guidance please read [existing UCLan policies and procedures](#).