

# SOCIAL MEDIA POLICY

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## 1. PURPOSE

The purpose of this policy is to set direction for the creation, management and moderation of the IT Sligo social media presence on appropriate social media mediums including, but not limited to, Facebook, Twitter, LinkedIn, Instagram and YouTube.

Many benefits are to be gained from engaging with social media. The purpose of official IT Sligo social media channels is to promote the activities of IT Sligo its staff and students to the wider community.

However, it is important to note that anyone taking part in social media activities associated with the Institute must do so at all times in a responsible manner in accordance with IT Sligo's values and professional standards. IT Sligo has developed this policy to clarify how best to use these tools to the benefit of IT Sligo, its staff and students, so that we maintain a strong and professional presence with all IT Sligo-related communications.

Staff and students need to be aware that any mention of IT Sligo, whether in professional or personal use of social media and whether inside or outside the workplace/student place must be done in a responsible manner and in accordance with this Policy and in accordance with all laws, professional expectations and IT Sligo policies in force at the time.

## 2. SCOPE

The scope of this policy applies to IT Sligo staff and students in their capacity as members of the IT Sligo community, using any of the official Institute social media channels or on any other social networking website.

It also applies to people external to the Institute posting material to official IT Sligo social networking sites.

## 3. ROLES AND RESPONSIBILITIES

The following roles and responsibilities apply in relation to this Policy:

### *Governing Body*

- To review and approve the policy on a periodic basis.

### *Managers*

- To ensure that staff comply with the policy and to liaise with staff in the event of any breach of policy.

### *Communication Manager*

- To liaise with Managers (in respect of staff) or the Registrar's Department (in respect of students) on potential breaches of policy.

### *Staff/Students/External Bodies*

- To adhere to policy statements in this document.
- To report suspected breaches of policy to the Communication Manager.

## 4. SUPPORTING STANDARDS, PROCEDURES AND LEGISLATION

Information posted to social networking sites must adhere to legislation that is in force at the time.

Particular attention should be paid to;

- Copyright and Related Rights Acts [2000](#), [2004](#) and [2007](#).
- Data Protection Acts [1988](#) and [2003](#).
- The Child Trafficking and Pornography Acts [1998](#) and [2004](#).
- Defamation Act [2009](#).
- Prohibition of Incitement to Hatred Act [1989](#).

Any user who posts information onto social networking sites must adhere to existing IT Sligo policies and must respect copyright, software licensing rules, property rights, privacy, data protection requirements, confidentiality, information and data security with particular attention being paid to the following;

- Personal accountability and respect.
- Respect Intellectual Property laws, including the use of images from the internet.
- Confidentiality.
- [The Institute's Corporate Identity Guidelines](#).
- [The Institute's Student Charter](#).
- [The Institute's Acceptable Internet Usage Policy](#).
- The Institute's Alcohol Policy.
- [The Institute's Data Protection Policy](#).

## 5. POLICY

The IT Sligo social networking channels exist to promote the activities of the Institute and its staff and students to the wider community.

(It should be noted that any person who contributes/posts to any social networking sites whether in a professional or personal capacity and whether inside or outside the workplace/student place, is personally responsible for the material so posted.)

People who interact with the Institute's social media channels shall not:

1. Post information which is confidential to IT Sligo.
2. Post material that is:  
threatening/harassing/illegal/offensive/defamatory/indecent/inappropriate in nature.
3. Post contact information, such as phone numbers/email addresses, of any member of the IT Sligo community without their consent.
4. Infringe on the rights of IT Sligo or any individual or entity, including privacy, intellectual property or publication rights.
5. Post content or spam of a commercial nature.

6. Infringe the Institute's Alcohol Policy by advertising drink pricing, promotions or excessive alcohol consumption.

7. Post digital media (audio, video, photography) or content without securing the necessary consent of the original copyright holder should such copyright exist.

Those who list IT Sligo as their place of work or student in a personal capacity on Social Media Platforms should, where possible, state that the views expressed are their own personal views and not that of the Institute.

## 6. MONITORING/MAINTENANCE

The Institute fully respects the right to privacy of staff, students and external parties. However this right must be balanced against IT Sligo's legitimate right to protect its interests.

### Creating New IT Sligo Branded Social Media Channels

If you want to create a new social media account that will include 'IT Sligo' or 'Institute of Technology, Sligo' in its title, you must obtain the written consent of IT Sligo Communication Manager, Sinéad McGovern. ([mcgovern.sinead@itsligo.ie](mailto:mcgovern.sinead@itsligo.ie))

### Presence and Maintenance

Those who manage social media channels associated with IT Sligo must ensure that they are in a position to respond to comments and posts made on the site in a timely manner.

## 7. BREACHES OF POLICY

Any breach of this policy or any failure or refusal to comply with this policy may be a disciplinary offence which may warrant an investigation, which may in turn lead to disciplinary action, up to and including, suspension/dismissal.

## 8. NOTICE AND TAKE DOWN PROCEDURE

IT Sligo operates on a 'Notice and Takedown' procedure for Institute operated social media.

If you have any complaints or objections to material or content, or if you believe that material or content posted on IT Sligo Social Media Channels infringes any intellectual property that you hold, please email IT Sligo's Communication Manager, Sinéad McGovern ([mcgovern.sinead@itsligo.ie](mailto:mcgovern.sinead@itsligo.ie))

Upon receipt of the Take Down request, the Institute will take the following action:

Acknowledge receipt of the complaint.

- Make an initial assessment of the complaint within 24 hours of acknowledging receipt of the complaint. The Institute may make contact with the complainant during this initial assessment period for the purposes of verifying the complaint.
- Where the Institute considers it appropriate, it will remove the content which is the subject of the complaint, pending a full investigation.
- Any removal will be on a 'without prejudice' basis and shall not constitute any admission of responsibility on the part of the IT Sligo or any other party.
- Upon making a final determination on the complaint the Institute may:
  - o Reinstate or remove the content;
  - o Amend the content at its sole discretion;
  - o Permanently remove the content.