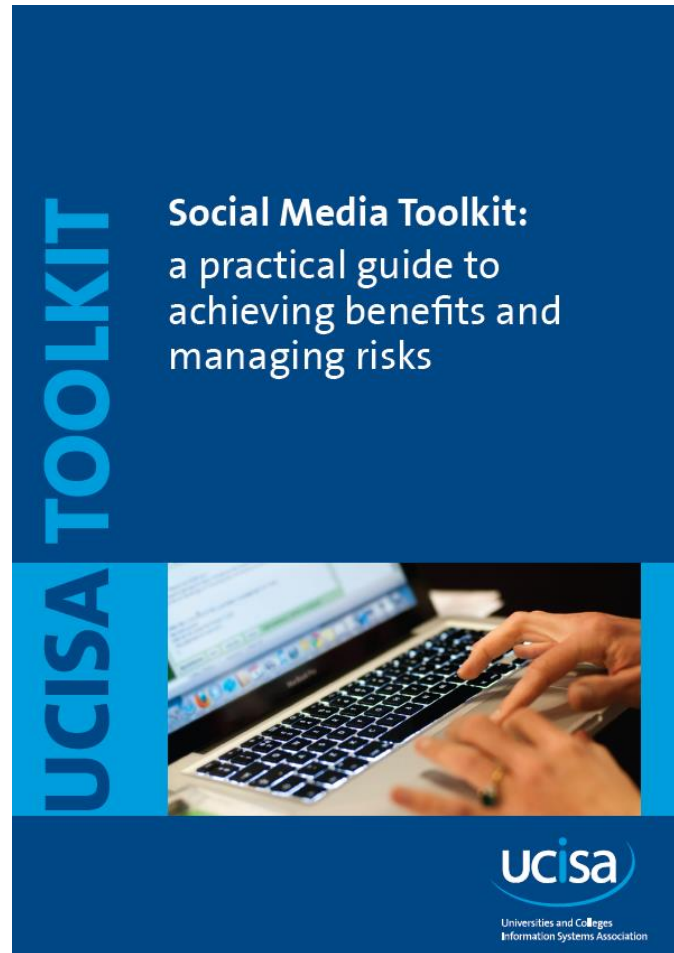


The social university: delivering business benefit through online networking

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Why are we interested?



What can social media do for you?

“

“The role of a university is knowledge creation and dissemination. It seems unfathomable to me that a modern progressive university would not look at social media and say here is the most fabulous set of tools for helping us carry out some of our core tasks.”(Smithers 2012¹¹⁹)

- Student recruitment
- Transition to HE
- Research
- Employability
- Public engagement
- Internal communication
- Enhancing learning
- Alumni relations

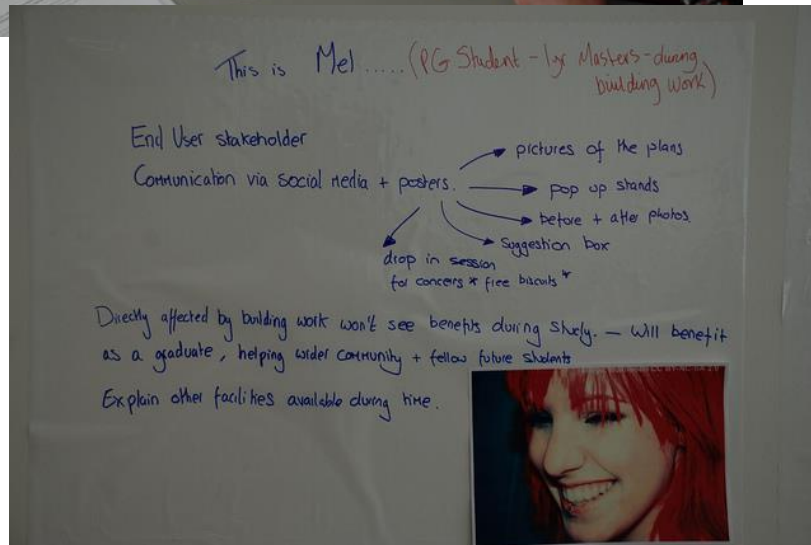
“

“The social web is built around information discovery, networking and collaboration, precisely the skills required of a modern researcher.” (Cope and Jones 2011³¹)

Strategy and Policy



- Benefits driven
- Values driven
- Service design approach
- Policy as an enabler



Legal Issues

Social Media for Staff Legal Checklist

Please Note: This guidance is for information only and is not intended to replace legal advice when faced with a risk decision.

This is a short reference guide for universities, colleges and learning providers to consider in relation to social media use by staff. The aim of the checklist is to ensure risks are recognised and managed appropriately, while clarifying for staff what the boundaries are.

1. The institution has a clear strategy which reflects its approach to risk.....
2. A named individual is responsible for the social media policy and his/her contact information is publicly available.....
3. Consultations are carried out with staff, learners and other relevant stakeholders (e.g. Social Media Group) to determine use and ensure buy-in from all parties.....
4. A social media policy makes staff aware of their responsibilities, and defines social media broadly to include new technologies and mobile devices.....
5. The policy refers to, and is consistent with, relevant updated policies e.g. e-Safety Policy, Acceptable Use Policy, Disciplinary Policy, Communications Policy, e-Security Policy, Monitoring Policy etc.
6. The policy clarifies where 'professional' ends and 'private' begins, and makes clear what constitutes 'unacceptable use'.....
7. Staff are aware what is required prior to posting relevant content e.g. an appropriate disclaimer or appropriate authorisation.
8. Procedures to address a policy breach are consistent with the Disciplinary policy and proportionate sanctions are in place.....
9. There is a planned programme of dissemination, and training links closely with established e-safety practice
10. There are opportunities for regular review of the institution's practice and policies in line with emerging technologies and web-based resources e.g. via the Social Media Group.....
11. Staff are informed of relevant updates, and have access to further sources of information, guidance and support.

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February 2014

- Copyright and IPR
- Data protection
- International law
- Research ethics

Academic Freedom



- UK universities have legal responsibility to promote freedom of speech & academic freedom
- Emphasise values & good practice
- Define inappropriate behaviour

Staff use of social media

- **Keep it simple** – if you choose to have a policy, do not make it complicated – a simple policy of advising people not to say or do anything online that they would not do offline can suffice as guidance, as for example in these quotes from UCISA (2014a) *Model Regulations*¹⁶⁴:

“Real world standards of behaviour apply online and on social networking platforms, such as Facebook, Blogger and Twitter.”

“You must not cause needless offence, concern or annoyance to others.”

“The way you behave when using IT should be no different to how you would behave under other circumstances. Abusive, inconsiderate or discriminatory behaviour is unacceptable.”

Possibly the best set of guidance for professionals using social media is that provided by the BBC to its staff:

“...there are particular considerations to bear in mind. They can all be summarised as: ‘Don’t do anything stupid!’”(BBC 2011²²⁶)

Use of social media by staff role

Neutral	Encouraged	Expected
Not expected to participate on behalf of the business	Not a requirement but can be beneficial and guidance is available	A normal part of the role

Dealing with issues

Level	Category	Action	Description
1	Trivial	No action	These are relatively trivial comments that should not provoke an institutional reaction. Intervening in these cases is likely to be counterproductive.
2	Minor	Optional – possibly contact student/ staff member to discuss comment	These are comments that are not particularly offensive but display a lack of respect or judgement. There is no imperative to contact the perpetrator but the institution could choose to do so e.g. to suggest a more appropriate or constructive way of making that comment or criticism.
3	Moderate	Issue a warning	These types of comment warrant contact being made with the perpetrator. Comments in this category will generally display a distinct lack of respect and judgement and risk causing offence. They should be addressed via provision of advice and information and usually a warning regarding appropriate behaviour.
4	Serious	Formal disciplinary action	<p>These types of comment warrant immediate contact being made with the perpetrator. Comments in this category would generally be those that break a law (physical threats, racist, sexist, homophobic or other discriminatory comments); constitute bullying; or are admissions/offers to engage in inappropriate behaviour in respect of academic matters (e.g., cheating, plagiarism, collusion). Generally a warning will be insufficient in these cases. A formal admonishment would be the minimum action and more severe penalties such as exclusion or expulsion (in the case of students) might be considered.</p> <p>In some (extreme) cases, law enforcement agencies may need to be involved.</p>

Opinion of our international users ...

‘The [Social Media Toolkit](#) from UCISA is a terrific resource for the higher education community’

‘73 pages of high-value information on social media strategy, tactics, and resources’

‘Ucisa is doing a great job ... really very awesome’

‘perfectly suited for US-based practitioners even with its UK-centric focus. This is due to the universal consistency and overall impact of social media’

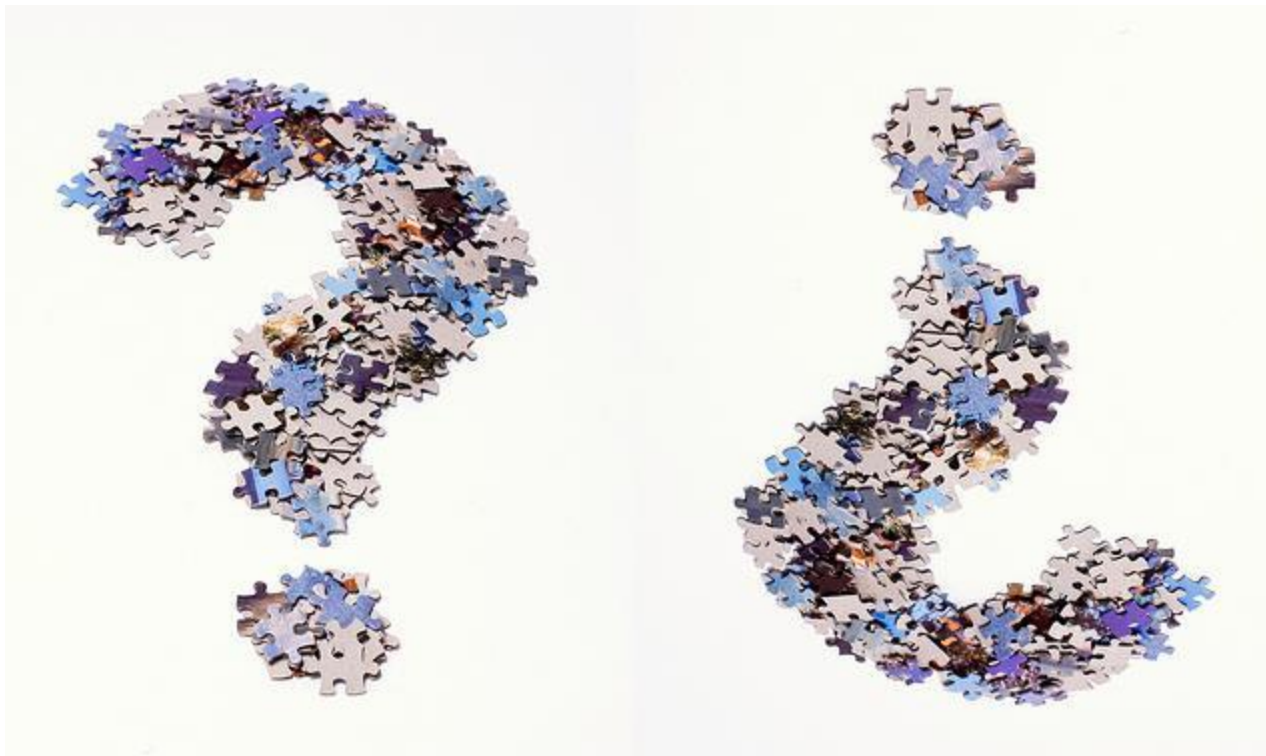
‘a worthwhile read for anyone who wants to know more about using social media in higher education’

‘It’s epic.’

‘provides great recommendations, drawing on many examples from different institutions’

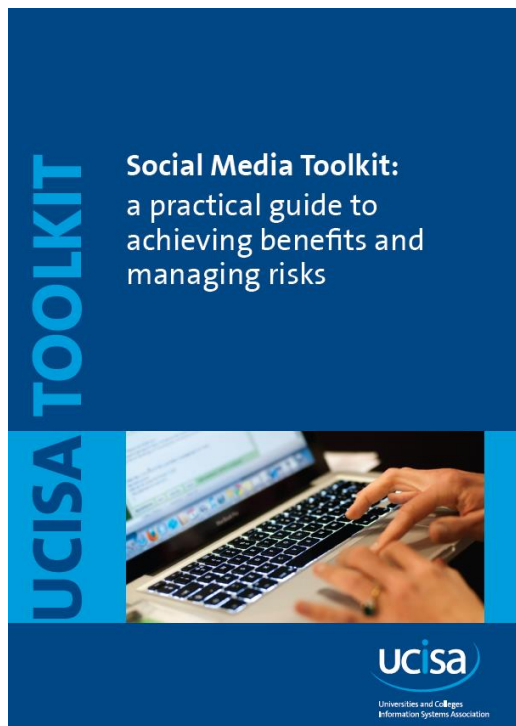
‘What if you were suddenly told to promote the strength of your academic department using social media, and you were confused? Maybe you want to use social media to promote your department for student recruitment, but you are not entirely sure how to go about it. The [Social Media Toolkit](#) written by UCISA is a great tool that helps you in these situations’

Any questions?



Find out more

www.ucisa.ac.uk/socialmedia



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