Definition

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram. St George's, University of London operates accounts on all these platforms.

What social media platforms does St George's, University of London use?

St George's, University of London uses the following social media accounts:

- Facebook: www.facebook.com/StGeorgesUni

- Twitter: www.twitter.com/StGeorgesUni

- LinkedIn: www.linkedin.com/company/st--george's-university-of-london/

- Instagram: www.instagram.com/stgeorgesunioflondon/

- YouTube: www.youtube.com/channel/UCo6byCOy5smhtyjz63JImUQ

Why do we use social media?

Social media is essential to the success of communicating the work of St George's, University of London. It is important for some staff and students to use social media to engage with our audience, participate in relevant conversations and raise the profile of our work.

Why do we need social media guidance?

The difference between a personal and professional opinion can be blurred on social media, particularly if you are discussing issues relating to St George's, University of London.

While we encourage the use of social media, we have certain standards, which we encourage everyone to observe. Publications and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain.

This guidance is intended for all staff and students and applies to content posted on both a St George's, University of London device and a personal device. Before engaging in work-related social media activity, staff should read this guidance.

Advice for staff and students

We recognise that staff and students have freedom to express their views and opinions, and from time to time these may include views that are different to those of the University.

Communications on social media (whether professional or personal) should be made in accordance with this guidance.

You are personally responsible for what you communicate on or through social media. You have a responsibility to represent the University accurately and fairly in any online space and to uphold the values of the University. Nothing in this guidance is intended to have the effect of limiting either freedom of speech within the law or academic freedom.

All use of social media must comply with [relevant University policies](#).

The following are examples of content that is considered to be of an unacceptable nature and should not be posted:

- any confidential information about the University
- any University copyright materials, including all those owned by the University relating to teaching and learning
- the work of someone else without obtaining permission from the owner to do so and, where appropriate, crediting the author
- details of internal complaints and/or legal proceedings involving the University and/or any current or former student(s) or staff of the University where such sharing will breach data protection legislation or subvert due process
- personal information about another individual, including contact information, without their express permission
- content that could be discriminatory, intimidating, offensive, threatening or amount to bullying or harassment

- content posted to impersonate colleagues, University accounts, students and/or third parties related to the University
- content which includes University trademarks without obtaining the necessary permissions.

We encourage all staff and students who have affiliated themselves with St George's on social media to put "All my views are my own" or words to this effect in their bios to make clear that what they are sharing are their own opinions and not reflective of our institution.

If you have questions or would like to discuss social media use further, please do not hesitate to contact the Digital Team at webdevelopment@sgul.ac.uk.

Setting up a St George's social media account

If you are considering setting up a social media account for your area of work at St George's, please consult the Digital Team before proceeding. We will then arrange a meeting to discuss the practicalities and implications of setting up and managing your own accounts and whether there are additional or alternative communications channels that may be more suitable for you.

You can email us at webdevelopment@sgul.ac.uk.