Galway-Mayo Institute of Technology (GMIT)

Social Media Policy

Version 2.0

Document Location

Marketing Office

Revision History

Date of this revision: 20/2/2018	Date of next review: TBC

Version Number/ Revision Number	Revision Date	Summary of Changes	Changes marked
2.0	24/1/2018	Review	

Consultation History

Version Number/ Revision Number	Consultation Date	Names of Parties in Consultation	Summary of Changes
2.0	17th January, 2018	Social Media Policy Working Group	Review and update of all content
2.0	12th February, 2018	Social Media Policy Working Group	Review and update of all content
2.0	5th March, 2018	Social Media Policy Working Group	Review and update of all content
2.0	22nd March, 2018	Holmes O'Malley Sexton Solicitors	Legal review and content update
		Common Partnership	
		Management Group	
		Academic Council	
		Executive Board	

Approval

This document requires the following approvals:

Name	Title	Date
	Governing Body	

1. INTRODUCTION

GMIT welcomes the benefits and opportunities that social media offers staff, students and stakeholders, and the positive platform it provides for learning, discovery and engagement.

2. PURPOSE

The purpose of this policy is to provide guidance on what GMIT deems to be acceptable use of social media, while preserving the values of academic freedom and the individual's right to freedom of speech. It should be used in conjunction with the GMIT Social Media Guidelines available on staff.gmit.ie and student.gmit.ie Any previous Social Media Policies are replaced by this Policy.

3. DEFINITIONS

3.1. **User:** GMIT staff, students and authorised users (i.e. third parties who use the GMIT.ie domain and/or social media sites).

3.2. **Social Media**: Any facility for online publication and commentary, including, without limitation internal and external social media sites such as, but not limited to, Facebook, Twitter, Snapchat, Yammer and Instagram, and other online communication, including personal websites, blogs, wikis, discussion boards, email groups and instant messaging.

3.3. **Content**: Text, photographs, images, video and audio files

3.4. **Post**: Write, comment, copy, share, like, react, disseminate, publish

4. SCOPE

4.1. This policy applies to all users of the official GMIT.ie domain and/or related social media platforms. The remit of this policy also extends to online communication and new emerging web based technologies yet to be developed.

5. USER RESPONSIBILITIES

5.1. General Guidelines

5.1.1. Users must at all times use social media sites in a responsible manner, having due regard for the rights and reputation of individuals and the Institute.

5.1.2. Users should not use social media so as to contravene or breach the laws of Ireland e.g. privacy rights, data protection law, defamation law *(See Section 8. Legal Basis)*.

5.1.3. Users should not use social media in a way that contravenes or breaches GMIT policies e.g. GMIT Dignity at Work Policy, GMIT Student Code of Conduct *(See Section 7. Associated Documents)*.

5.1.4. Users should be respectful of the opinions and views of others.

5.1.5. In the event of a Critical Incident which may result in fatalities or serious injury, users should refrain from posting personal or sensitive data on social media.

5.2. **Personal Vs Professional Profiles**

5.2.1. On personal accounts, if users state that they are associated with GMIT, they must clearly identify their views as their own by including a statement such as "Views are my own" in their profile.

5.2.2. If users are using social media for professional purposes, they should be mindful that they are representing the Institute. They must ensure the correct use of the GMIT brand, and ensure that formal responses on behalf of the Institute reflect the official policies and ethos of the Institute.

5.3. **Individual Responsibility**

5.3.1. Users should become familiar with the terms of service and privacy settings of networks and sites they participate in.

5.3.2. Users should remember that they are personally accountable for all comments that they make and content that they post online.

5.3.3. Users should be familiar with the terms of GMIT's Acceptable Usage Policy which covers the use of GMIT IT Resources, Internet Facilities, Email and Social Media *(see Section 7, Associated Documents).*

5.4. **Unacceptable Use - What not to post**

This provision operates in addition to the terms of GMIT's Acceptable Usage Policy. Non-exhaustive examples of what may constitute unacceptable use in the context of this Policy include:

5.4.1. Users must not post content that could be deemed to be discriminatory, threatening, harassing, illegal, obscene, defamatory, slanderous, or hostile towards any individual or entity, or content that is sexually explicit.

5.4.2. Users must not share confidential, personal or commercially sensitive information.

5.4.3. Users must not create content which would identify a third party (e.g. commentary, photographs, video content) without the express consent of the third party concerned.

5.5. **Copyright and Intellectual Property Laws**

5.5.1. Users should ensure that copyright and fair use laws are respected. This includes using images from the internet. It is important to credit content from a third party. Users should not post any proprietary content on social media channels without the express consent of the recordees/owner.

6. POLICY VIOLATIONS

Users are encouraged to be vigilant and to report suspected policy violations in the first instance to the administrator of the platform.

User may also report suspected policy violations to GMIT Line Management who will initiate the appropriate action. This could be informal or formal, using existing grievance and/or disciplinary procedures. Any breach of this policy could result in disciplinary action up to and including dismissal from employment.

In the case of a Critical Incident, GMIT reserves the right to temporarily disable the social media platform if appropriate.

7. ASSOCIATED DOCUMENTS

Any user who posts information onto a GMIT related/associated social networking site must adhere to the Institute's policies in force at the time, with particular attention being paid to the following:

- GMIT Social Media Guidelines
- GMIT Dignity at Work Policy
- GMIT Code of Student Conduct
- GMIT Plagiarism Policy
- GMIT Data Protection Policy
- GMIT Acceptable Usage Policy
- GMIT Staff Code of Conduct
- GMIT Disciplinary Procedure
- GMIT Procedure for the Resolution of Grievances/Disputes

8. LEGAL BASIS

Any user who posts information to a GMIT related/associated social networking site must adhere to legislation in force at the time, with particular attention being paid to the following:

- Copyright and Related Rights Acts 2000, 2004 and 2007 and related copyright statutes
- Trade Mark Act 1996
- Data Protection Acts 1988 & 2003, Data Protection Act 2018 and the EU GDPR
- Criminal Damage Act 1991 (S 5 in particular)
- Safety Health & Welfare at Work Act 2005
- The Child Trafficking and Pornography Acts 1998 and 2004
- Defamation Act 2009
- Prohibition of Incitement to Hatred Act 1989
- Broadcasting Act 2009
- Equality Act 2004
- Freedom of Information Act 2014
- National Intellectual Property Protocol 2016 (which articulates the Irish Trademarks Act 1996; Patents Act 1992; and, Copyright and Related Rights Act 2000)