



Undeb Bangor Students' Union, Social Media and Communications Policy

This policy will be reviewed on an ongoing basis, at least once a year ensuring the Students' Union adapts to evolving platforms, technologies, best practices online and on paper.

Purpose and Scope

The purpose of this social media and Communications Policy is to provide comprehensive guidance on the use of social media, communications, and promotional materials by Bangor University Students' Union, Undeb Bangor (hereinafter referred to as "the Union"), and by individuals representing or acting on behalf of the Union.

This policy applies to all forms of communication and representation, whether digital, printed, verbal, or otherwise. This includes, but is not limited to, the Union's official social media channels, websites, messaging platforms, group chats, emails, printed publications, posters, leaflets, promotional materials, and any other communications produced, distributed, or shared in connection with the Union. It also applies to how individuals conduct themselves and represent the Union in their interactions with students, staff, external organisations, and the wider community.

The policy is intended for all Union staff, Officers, student staff, volunteers, and other individuals representing the Union. All relevant individuals must read and understand this policy before undertaking any communications or promotional activity on behalf of the Union.

The purpose of this policy is to ensure that all communications and representations associated with the Union are appropriate, inclusive, professional, and consistent with its values and responsibilities. It also seeks to protect individuals involved in creating and managing the Union's communications, safeguard the Union's reputation, and ensure compliance with applicable legislation, including relevant charity law and regulatory requirements, to support the Union's continued charitable status.

This policy applies to, but is not limited to, the following:

- Undeb Bangor staff members who create, manage, publish, or contribute to the Union's communications, social media accounts, or promotional materials.
- Student staff members who are granted access to the Union's accounts, platforms, communication channels, or branding.
- Officers, volunteers, and students who are given temporary or permanent permission to access, manage, or contribute to the Union's communications.
- Individuals who communicate or act on behalf of the Union in an official capacity, including through group chats, messaging applications, email, printed materials, or verbal communications.

- Undeb Bangor-affiliated clubs, societies, volunteering projects, and School Representatives when communicating in their official capacity or representing their affiliation with the Union.

This policy also extends to any account, publication, printed material, group chat, communication channel, or other content that uses the Union's name, branding, logo, resources, or official association, or that could reasonably be understood as representing the Union.

All individuals covered by this policy are expected to uphold its principles across all relevant forms of communication and representation, including when communicating within group chats or informal settings where they are acting in their Union role or where their association with the Union is apparent. The use of informal or private communication channels does not automatically exempt relevant Union-related communications from this policy.

2. Authorised Users

2.1 social media and Digital Content Coordinator: The social media and Digital Content Coordinator has access to all official Students' Union social media platforms and is responsible for producing, coordinating, and publishing content across these platforms, in accordance with this policy.

2.2 Marketing and Communications Lead: The Marketing and Communications Lead is responsible for overseeing the Union's social media platforms and wider communications, ensuring consistency in messaging, branding, and tone, and addressing any inconsistencies or concerns relating to published content or communications. The Marketing and Communications Lead has access to all official Students' Union social media platforms.

2.3 Directors, Managers, and Staff Members: Directors, Managers, and other staff members may request temporary access to the Union's social media accounts or communications platforms to cover staff absences or promote specific activities, events, or initiatives. Access must be authorised by either the Marketing and Communications Lead or the social media and Digital Content Coordinator. Any access granted must be limited to the purpose and duration required and must comply with this policy.

2.4 Student Officers: Student Officers may manage designated Instagram accounts associated with their elected positions. These accounts are intended to be handed over to incoming Officers at the end of each officer term. Officers may independently publish content on these accounts only after attending the Marketing and Communications briefing with the Marketing and Communications Lead and the Social Media and Digital Content Coordinator, and completing the required media training. All content, communications, and representations made through these accounts must comply with this policy and the Union's wider communications standards.

2.5 Student Staff: Student staff members may support the management and day-to-day running of the Union's social media channels, including platforms such as TikTok and Instagram, as well as other communications and content creation activities. Depending on their role and authorised permissions, this may include creating and editing content, assisting with publishing and scheduling posts, and responding to messages through platforms such as Meta Business Suite. Access to social media accounts and publishing permissions must be authorised by either the Marketing and Communications Lead or the Social Media and Digital Content Coordinator. Where direct account access is required, this must be explicitly authorised and limited to the access necessary for the student staff member's role. All activity undertaken must comply with this policy and the Union's wider communications standards.

3. Social Media Accounts, Platforms, and Communications

3.1 Evaluation of New Platforms and Communication Channels: Before introducing a new social media platform, digital communication channel, or other public-facing communications medium on behalf of the Union, an assessment must be conducted to determine its suitability for the intended audience, its alignment with the

Union's objectives and values, and the capacity of the Marketing and Communications team to manage and maintain it effectively. This assessment should consider accessibility, safeguarding, reputational risks, resource requirements, and the potential benefits of using the platform or channel. Approval must be obtained from the appropriate person within the Union before any new official account or channel is established.

3.2 Creation and Management of Official Accounts: The Marketing and Communications Lead and the Social Media and Digital Content Coordinator are responsible for creating official Union social media accounts and ensuring that account names, descriptions, biographies, terminology, branding, and logos are accurate, consistent, and in line with the Union's identity and communications standards. This responsibility also extends to ensuring consistency across relevant digital platforms and other communications materials where applicable. All new official accounts must be recorded in the Union's approved account management system, and account details must be updated whenever accounts are created, access permissions change, or passwords are changed. Account credentials must be stored securely and accessed only by authorised individuals.

3.3 Student Officer Work Accounts: Student Officers may manage designated social media accounts associated with their elected positions. These accounts must be used to communicate in their official capacity, promote Union activities, engage with students, and represent their respective roles in a manner consistent with the Union's values and this policy. The Marketing and Communications Lead and the Social Media and Digital Content Coordinator must retain appropriate authorised access to these accounts to support continuity, oversight, account security, and the annual handover to incoming Officers. Account credentials must be managed securely through the Union's approved account management system. Officers may independently create and publish content through their designated accounts only after completing the required marketing, communications, and social media training. All content published, messages sent, and interactions undertaken through these accounts must comply with this policy.

3.4 Appropriate Use of Student Officer Accounts and Account Access: Student Officers must use their work accounts for official communications relating to their elected positions and must not use them as personal accounts or for matters unrelated to their Union responsibilities. Personal issues, private disputes, or other matters that could compromise the professionalism or reputation of the Union must not be discussed through these accounts. Officers must follow the Union's guidance on handling sensitive enquiries, complaints, and confidential information, referring such matters to the appropriate staff member where necessary.

To ensure continuity, effective management, and appropriate oversight, Student Officers must provide the access details for their designated work accounts to the Marketing and Communications team through the Union's approved secure account management process. Access details must not be shared through unsecured documents or informal messaging channels. Expectations regarding appropriate account use, access permissions, security, professional conduct, and the handover of accounts will be explained during the marketing and social media training provided at the beginning of each Officer's term.

4. Content and Communications Standards

4.1 Tone and Style: All communications produced or shared on behalf of the Union must reflect its values, identity, and relationship with the student body. The tone should generally be young, fresh, approachable, inclusive, and engaging, while remaining professional and appropriate to the audience and context. A more formal tone should be used on professional platforms such as LinkedIn and in formal statements, official correspondence, and other communications where appropriate. These standards apply to social media posts, printed materials, group chats used for Union-related purposes, and other forms of communication or representation.

4.2 Language and Accuracy: All content and communications produced on behalf of the Union must use appropriate language, correct spelling and grammar, and accurate information. Content should be clear, accessible, inclusive, and suitable for its intended audience. Care must be taken with official statements, promotional materials, public announcements, and communications relating to sensitive or potentially controversial matters. Content must be reviewed before publication or distribution where appropriate.

4.3 Bilingual Communications: Communications must be bilingual in Welsh and English, in accordance with the Undeb Bangor Bilingual Policy and any applicable requirements. Unless otherwise specified by that policy, English should appear before Welsh in social media captions and written communications to support audience engagement. The UMCB (Undeb Myfyrwyr Cymraeg Bangor) page may publish monolingual Welsh content, in keeping with its purpose and audience. Any exceptions to the bilingual requirements must be consistent with the Union's Bilingual Policy.

4.4 Graphics and Visual Materials: All graphics, posters, leaflets, digital artwork, promotional materials, and other visual communications produced on behalf of the Union must comply with its branding and bilingual requirements. Welsh must appear before English within graphics and visual materials, in accordance with the Undeb Bangor Bilingual Policy. All materials must use approved branding and logos, maintain appropriate accessibility and readability, and represent the Union consistently and professionally.

4.5 Sensitive/ Significant Communications: Communications concerning negative publicity, complaints, disputes, serious incidents, or matters that may affect the reputation of the Union must be handled sensitively and must not be published or distributed without appropriate approval. Where a public statement is required, it should normally be issued as an official Student Officer statement and approved by the Student Officer team, the Union Director or Students' Union management team.

Where the matter involves a particular Officer, staff member, or other individual, appropriate consideration must be given to confidentiality, fairness, and any relevant procedures before a statement is issued. Individuals must not issue unauthorised statements on behalf of the Union or discuss confidential matters through public or informal communication channels.

4.6 Compliance with Charity Law and Political Activity Requirements: All content, campaigns, statements, events, publications, and other communications undertaken on behalf of the Union must comply with applicable charity law, regulatory requirements, and the Union's charitable purposes. The Union must maintain its independence and must not support or fund political parties or candidates as such or use its resources to promote party-political interests.

Any political campaigning or activity relating to proposed or existing legislation, public policy, or decisions must be assessed in accordance with the Union's charitable purposes and applicable legal and regulatory guidance. Such activity must be properly authorised and must not amount to impermissible party-political activity. Where there is uncertainty about the legality or appropriateness of proposed content or activity, advice must be sought from the Union Director or the appropriate senior manager before publication or distribution.

5. Privacy and Confidentiality

5.1 Personal Data and Privacy: Personal data must not be published, shared, or disclosed through the Union's social media accounts, websites, group chats, printed materials, or other communications unless there are a lawful basis and appropriate authorisation to do so. Care must be taken with information that could identify an individual, including contact details, addresses, student identification numbers, private correspondence, photographs, and sensitive personal information. Names and course names may be included in approved good-news stories where appropriate permission has been obtained, and the disclosure complies with applicable data protection requirements and Union procedures. The fact that information is publicly available does not automatically mean it is appropriate to republish it.

All individuals covered by this policy must respect confidentiality when communicating in their Union roles, including in group chats, private messages, emails, meetings, and informal discussions. Personal information, confidential complaints, internal discussions, and sensitive organisational matters must only be shared with those who are authorised and have a legitimate need to receive them. Any suspected unauthorised disclosure or data breach must be reported promptly through the Union's established reporting procedures.

6. Engagement and Interactions

6.1 Negative Comments: If a negative comment is received, it should be discussed with the Marketing and Communications Lead, the Finance & Operations Manager before any action is taken. The most common approach would be to invite the commenter to address their concerns directly via email to undeb@undebbangor.com.

6.2 Answering Messages: When responding to messages, start with "Hello [first name], thank you for your message." Refer to the guide on "How to Speak to Students" to provide clear instructions.

6.3 Consistently Negative Comments: If one person consistently leaves negative comments, inform the director, who can invite them to the Union for a discussion.

7. Intellectual Property

7.1 Image Usage: Images from search engines, such as Google, should never be used without permission. If an image is shared by someone else, ensure they own the intellectual property rights.

7.2 Sharing images: When sharing images taken by individuals other than marketing staff, provide photo credits to the photographer.

8. Security and Data Protection

8.1 Two-Factor Authentication: Two-factor authentication should be utilised wherever possible to enhance security.

8.2 Account Access and Passwords: After a staff member leaves, go through every social media account, revoke their access, and/or change the passwords for password-protected platforms.

8.3 Changing Passwords: Whenever a password is given to a student temporarily, it should be changed immediately after the student has finished or over vacation periods to prevent unauthorised access. Any password or email updates must be recorded in the official Undeb Password document, and the Marketing and Communications Lead must always be notified of these changes to maintain accurate and secure records.

9. Legal Compliance

9.1 Paid Ads: Any paid advertisements should be clearly labelled with "Ad|" at the beginning of the post. If posted in a story, the label should be placed appropriately.

9.2 Legal Considerations: All content must adhere to legal considerations, including defamation, copyright infringement, and disclosure requirements.

9.3 Copyright Considerations: It is critical that all staff or volunteers abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988, when representing the charity. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

10. Discrimination and harassment

10.1 Staff, Student Officers, student staff, volunteers, and all other individuals covered by this policy must not create, publish, share, distribute, or engage in communications or conduct that discriminates against, bullies, harasses, threatens, or demeans any individual or group.

This requirement applies across all forms of communication and content, including official Union social media channels, personal social media accounts where conduct is relevant to an individual's Union role or representation of the Union, group chats, private messages, emails, printed publications, posters, images, videos, and verbal communications.

Examples of prohibited conduct include, but are not limited to:

- Making offensive, discriminatory, threatening, or derogatory comments relating to sex, gender, gender reassignment, race, ethnicity, disability, sexual orientation, age, religion or belief, or any other characteristic protected by applicable law.
- Using social media, group chats, messaging platforms, or other communication channels to bully, intimidate, harass, threaten, or humiliate another individual.
- Creating, sharing, or displaying discriminatory, degrading, or offensive images, videos, memes, written materials, or links to such content.
- Sharing private or confidential information, images, or messages about an individual in a way that could constitute bullying, harassment, intimidation, or an invasion of privacy.
- Engaging in conduct or communications that undermine the dignity, safety, or inclusion of students, staff, volunteers, or members of the wider community.

All individuals covered by this policy are expected to communicate respectfully and uphold the Union's commitment to equality, diversity, and inclusion. Concerns about potentially discriminatory, bullying, or harassing conduct may be referred through the Union's appropriate reporting and complaints procedures and may be addressed in accordance with relevant Union policies and procedures.

11. Accessibility

In line with the Union's work around equality, diversity and inclusion, we endeavour to ensure our social media is as accessible as possible. This includes, but is not limited to, the Union's official social media channels, websites, messaging platforms, group chats, emails, printed publications, posters, leaflets, promotional materials, and any other communications produced, distributed, or shared in connection with the Union. This includes:

- Using plain English, accessible fonts and avoiding small text sizes
- Using contrasting colours
- Using subtitles where appropriate
- Using alt text for videos and images
- Explaining text contained in an image in the copy that accompanies it
- Following our brand guidelines which have been designed to be accessible

Consequences of Policy Violations

Failure to adhere to this policy may result in action being taken by the Director as deemed appropriate.

12. Affiliated Groups Social Media and Digital Communications Policy

Purpose and Scope

For this policy, a "society social media account" refers to any account, page, or group (public or private) created to represent an Undeb Bangor-affiliated club, society, volunteering project, or School Representative, or which could reasonably be perceived by others as being connected to the Union. This includes, but is not limited to, accounts on mainstream social media platforms such as Instagram, Facebook, TikTok, X, LinkedIn, Threads, Discord, WhatsApp, and any online community spaces or group chats used to communicate with members. This policy also covers printed materials and ephemera, including posters, flyers, leaflets, banners, handouts, and other promotional materials produced or distributed on behalf of an affiliated group.

12.1 Purpose: This section sets out expectations for all affiliated clubs, societies, volunteering projects, and School Representatives of Undeb Bangor Students' Union in their use of social media and other forms of communication, including group chats and printed materials. As societies and clubs operate under the legal and charitable framework of the Union, all activity and communications must further the Union's charitable objects and uphold its values of inclusion, respect, and education.

12.2 The Union retains ultimate oversight of clubs/society social media activity: All committees are responsible for ensuring compliance with this policy across their social media accounts, group chats, printed materials, and other communications. The President/Chair of the group and any named Social Media Officer (or equivalent) act as the primary account administrators.

Accounts must be registered with the Student Opportunities Team at the start of each academic year. The Union retains ultimate oversight of society social media activity and may require the removal of content or the suspension of accounts where policy breaches occur. This may also include requesting amendments to or the withdrawal of printed materials where necessary.

12.3 Union Oversight: The Union does not pre-approve social media content produced by societies. However, the Union may carry out spot-checks or review accounts on a risk-based approach, particularly where a society's activity relates to political, campaigning, or external partnerships. This approach ensures that the Union balances regulatory compliance with available resources, as recommended by the NUS Charity. This oversight may also extend to group chats, printed materials, and other communications where concerns arise.

12.4 Charitable Objectives: All content must be consistent with the Union's charitable purpose of furthering students' experience through social, cultural, sporting, and political awareness activities.

12.5 Political Activity: Societies may raise awareness or encourage debate on political issues when it is educational and provides a space for the discussion and expression of views. Activities should generally be non-partisan and comply with the Undeb Bangor Guidelines on Political Activity. This applies to social media content, group chats, printed materials, and other communications produced on behalf of an affiliated group.

12.6 Branding: Societies may identify as "affiliated to Undeb Bangor Students' Union" in their bios and promotional materials but must not imply that they speak on behalf of the Union. Non-affiliated groups may not use the Union's name or logos.

12.7 Content Standards and Conduct: Posts and other communications must be respectful, inclusive, and appropriate. Discriminatory, harassing, defamatory, or offensive language or imagery is prohibited across social media, group chats, printed materials, and other communications produced or shared on behalf of an affiliated group. Societies and clubs must always try to follow bilingual practice wherever possible. Personal disputes or sensitive issues must not be discussed publicly through society accounts or promotional materials. All society social media activity and related communications fall under the Union's Data Protection Policy and the Clubs & Societies Code of Conduct.

12.8 Copyright and Intellectual Property: Societies, clubs, volunteering projects, and School Representatives must ensure that all content shared on social media or through other communications complies with copyright and intellectual property law. Images, graphics, videos, music, written content, and other materials must only be used where the group holds the appropriate rights, licence, or permission. This includes materials used in printed publications, posters, leaflets, and other promotional items. Content taken from third parties (including online sources) must not be used without proper authorisation or attribution where required.

12.9 Training and Support: Society, Club, and Volunteering committee members will receive training on social media compliance and charitable responsibilities. Student Group committee members are asked to review the social media and Communications training provided as part of the Student Leadership Conference before the start of each academic year. This training is created by the Marketing and Communications Lead and made available through Blackboard. It covers expectations for social media use, communications and branding. Further guidance or advice can be obtained from the Students' Union Recourses Hub on the website.