



Undeb Bangor Students' Union, Social Media Policy

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

Purpose and Scope

The purpose of this social media Policy is to provide a comprehensive guide for social media use for Bangor University Students Union – Undeb Bangor's channels and for individuals using social media as a representative of the Students' Union. This policy is intended for all SU staff, Officers and volunteers. Before engaging in social media activity, this policy must be read by all staff and volunteers. The policy protects the individuals working on the social media platforms of Undeb Bangor, Bangor Students' Union (hereinafter referred to as "the Union") and ensure compliance with the charity act legislation while maintaining the charity status of the Union. This policy applies to the following:

- Undeb Bangor staff members with access to Undeb Bangor social media accounts.
- Student staff members who are granted permissions or provided with the password.
- Students who have temporary access to social media platforms.

This policy also extends to all Undeb Bangor-affiliated clubs, societies, volunteering projects and School Representatives use of social media. As well as any account using the SU's name, branding, or association falls under this policy.

2. Authorised Users

2.1 Social Media and Digital Content Coordinator has access to all social media platforms and is responsible for producing content for each platform.

2.2 Marketing and Communications Lead is responsible for overseeing the platforms, ensuring consistency, and addressing any inconsistencies.

2.3 Director, Managers, and Staff Members: Directors, Managers, and other staff members may request temporary access to the social media pages due to absences or to promote a specific (usually, in-person) event. The access should be granted by the Social Media and Digital Content Coordinator or the Marketing and Communications Lead.

2.4 Student Officers: run their own Instagram pages for their positions, which are passed on to new officers each year. Officers have full responsibility for posting on these accounts only after attending the Marketing & Communications briefing

with the Marketing and Communications Lead and Social Media and Digital Coordinator, and after completing media training.

2.5 Student Staff: Student Centre staff do not have direct access to social media platforms but can schedule posts and respond to messages through Meta Business Suite. In exceptional, last-minute circumstances, full access may be granted only with permission from the Marketing and Communications Lead or the Social Media and Digital Content Coordinator.

3. Account Management

3.1 Evaluation of New Platforms: A case study should be conducted before utilising a new social media platform to assess its suitability for the audience and the marketing department's capacity to manage it.

3.2 The Social Media and Digital Content Coordinator is responsible for creating all new Union social media accounts, ensuring accurate use of terminology in descriptions and bios, and the correct application of branding and logos. They must update the Undeb Official Password document whenever new accounts are created or existing passwords are changed.

3.3 Student Officer Work Accounts: Student Officers run their own accounts; however, the Marketing and Communications Lead and the Social Media and Digital Content Coordinator retain access through the official Undeb Password document, where account emails and passwords are securely recorded. Officers have full responsibility and posting rights on their channels once they have completed media and marketing/social media training.

3.4 Personal Issues and Account Access: Student Officers should refrain from discussing personal issues on these accounts. They must provide their username and password to the Marketing Department to maximize message reach and efficiency. Expectations around appropriate use and account access will be covered during the Marketing and Social Media training within the first few weeks of their term.

4. Content Standards

4.1 Expected Tone: The tone of messages should be young, fresh, and engaging on most platforms. However, a more formal tone should be used on LinkedIn.

4.2 Language: As a higher education institution, it is crucial to maintain correct grammar and spelling in all content.

4.3 Bilingual Posts: Posts should be bilingual, in Welsh and English in line with the Undeb Bangor Bilingual Policy. English should be placed before Welsh to maintain engagement. The UMCB (Undeb Myfyrwyr Cymraeg Bangor) page allows monolingual Welsh posts.

4.4 Graphics: For graphics on social media, Welsh should always precede English.

4.5 Negative Stories: If a negative story is posted, it should be in the form of a Student Officer statement, signed off by the Student Officer team and the Union Director or one of the two managers in their absence.

4.6 Compliance with Campaigning and Political Activities Legislation: All content must comply with legislation related to campaigning and political activities for charities. The Union should not engage in activities directed at furthering the interests of any political party or supporting/opposing changes in laws, policies, or decisions. Independence should be stressed, and no support or funding should be provided to political parties, candidates, or politicians.

5. Privacy and Confidentiality

5.1 Personal Data: No personal data should be released on any social media platforms. Only names and course names may be disclosed in good news stories.

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

Staff and volunteers should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official [charity name] social media channel or a personal account. For example:

- Making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief.
- Using social media to bully another individual.
- Posting images that are discriminatory or offensive or links to such content.

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:

- 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 projects and School Representatives. 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 used to communicate with members.

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. As societies and clubs operate under the legal and charitable framework of the Union, all online activity 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. 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's social media activity and may require the removal of content or the suspension of accounts where policy breaches occur.

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.

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 All content must be consistent with the Union's charitable purpose of furthering students' experience through social, cultural, sporting, and political awareness activities. 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 - they should generally be non-partisan in line with the Undeb Bangor Guidelines on Political Activity.

12.6 Branding: Societies may identify as "affiliated to Undeb Bangor Students' Union" in their bios 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 must be respectful, inclusive, and appropriate. Discriminatory, harassing, defamatory, or offensive language or imagery is prohibited. 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. All society social media activity falls under the Union's Data Protection Policy and the Clubs & Societies Code of Conduct.

12.8 Societies, clubs, volunteering projects and School Representatives must ensure that all content shared on social media complies with copyright and intellectual property law. Images, graphics, videos, music, and other materials must only be used where the group holds the appropriate rights, licence, or permission. Content taken from third parties (including online sources) must not be used without proper authorisation or attribution where required.

12.9 Account Management and Security: Account passwords must be held securely by the committee and passed on during handover. Outgoing committee members must be removed as administrators immediately after elections. If an account is compromised, the society must inform the Student Opportunities team immediately. Clubs and Societies should review accounts annually and close unused or duplicate pages.

12.10 Engagement and Complaints: Clubs and Societies should respond to questions and comments courteously and avoid engaging in public disputes. If offensive or concerning content is posted by or about a society, the committee must remove or hide the post and notify the Student Opportunities Team immediately. Complaints will be handled in line with the Union's Complaints Procedure and the Clubs & Societies Disciplinary Process. In serious cases, such as potential breaches of charity law, reputational risk, or discriminatory content, the matter will be escalated immediately to the Union Director for review.

12.11 Data Protection: Societies must not share members' personal information, contact details, or photographs without consent. Group chats must be used in accordance with the Union's Data Protection Policy.

12.12 Breaches of the Policy: Failure to comply with this Code will be handled fairly and proportionately under Undeb Bangor's Disciplinary and/or Complaints procedures.

12.13 Training and Support: Society, Club and Volunteering committee members will receive training on social media compliance and charitable responsibilities. Further guidance or advice can be obtained from the Marketing and Communications Lead or the Student Opportunities Team.