



ST. HUGH'S COLLEGE, OXFORD

SOCIAL MEDIA POLICY

Date Policy Ratified by Governing Body: 18 June 2025

Author/Responsible Officer: Tessa Wood, Communications Manager

Date to be reviewed by: 18 June 2027

Social Media Policy

St Hugh's College recognises the advantages and the importance of using social media within both professional and personal spheres. However, with constant developments and changes in the way online interactions occur, it is important to be aware of the potential issues and risks that can arise from its misuse.

This guidance outlines the standards the College expects its staff (including visitors and contractors) and student members to observe when using social media or engaging in any form of online interaction, whilst directly or indirectly associated with St Hugh's College. The guidelines are not intended to restrict freedom of speech.

Confidentiality

The principles of the GDPR and related UK data protection legislation and the College's [policy on data protection](#) must be adhered to at all times. For example, confidential information should never be disclosed, unless appropriate, written consent has been given and the information is shared securely and safely.

Care should be exercised with any photographs taken at work and posted in a public domain; be mindful of what the pictures might reveal (for example, in the background); ensure that anyone featured in the photograph has given their express consent to the photo being posted online; photographs of children should only feature in professional publications (online and printed media) where written authorisation and consent have been obtained from all parties, and the NSPCC guidelines have been followed. Staff and students should follow the College's Photography and Filming Policy when planning to take photographs for use on College digital platforms as well as printed material.

Online behaviour expectations

The College expects all its student and staff members to treat each other with respect, professionalism, courtesy and consideration in all forms of communication with one another.

Be aware that the creation, transmission, or display of material, which is intended or likely to harass another person, constitutes a breach of the [College Harassment Policy](#). This could lead to both disciplinary action by the College and action by external bodies, depending on the severity of the offence.

At all times be aware that potential conflicts may arise through the use of social media channels, for example publicly expressing highly controversial opinions online. This is especially important with anything that could be interpreted as discriminatory under the terms of the Equality Act 2010, in relation to disability, gender, sexual orientation, race, etc.

Where personal opinions are publicly expressed online, for example in a blog, it must be clearly stated that these are your own personal views and that they do not reflect those of St Hugh's College. Where appropriate, use separate accounts for personal and professional purposes for social media interaction.

Ensure that any information disclosed online and/or your conduct does not bring the College into disrepute or breach Data Protection Legislation.

Social media channels are public spaces and you should not publish anything which should not be in the public domain, for example confidential information or inappropriate photographs. Bear in mind that anything shared on social media immediately enters the public domain. Be aware of the long-term nature of information posted on social media sites. It is important not to publish posts that you might not want to be permanently linked to and that you may have no further control over.

Follow the College's [IT Acceptable Use Policy](#) for regulations relating to the use of information technology facilities.

Press enquiries received as a result of any social media posts relating to St Hugh's College should be directed to the Communications Manager who will respond on behalf of the College.

Where issues arise in respect of the misuse of social media, departments should consult the College's Communications Manager and HR Department in the first instance.

Social Media Accounts

Students setting up new social media accounts, should not normally use St Hugh's College as part of the account's name/handle. Students and staff wishing to set up their own social media channels for college related content should consult with the College's Communications Manager before proceeding. College departments which already own their own social media accounts should only post content relevant to their department. The Communications Manager is responsible for posting digital content on behalf of the College overall.