Social Media Guidance and Online Conduct

***You are what you tweet!***

Social media is a great tool to use to promote your group, post about your events and to keep in the loop with your members and other societies too but it’s important to remember that you need always remain safe and legal. You are responsible for content that your society posts/ shares via your social media channels, so it is essential that you respect the privacy and the feelings of others at all times. The content your club post via social media is a permanent record which is shared instantaneously with a potential global audience - once you have posted something, it is difficult to take it back and can leave you defending legal action taken against you.

Any social media content posted should not:

• Contain discriminatory content, bullying or harassing of any individual e.g. making offensive or derogatory comments relating to sex, gender, race (including nationality), disability, sexual orientation, religion or belief or age;

• Contain images of any illegal or explicit content;

• Breach copyright laws by using content belonging to someone else without seeking permission;

• Bring SUBU or BU into disrepute or breach university confidentiality.

If you or someone you know are being bullied or harassed by someone through social media, don’t assume there’s nothing you can do about it. Firstly, support can be given internally by SUBU: speak to a member of [Student Opportunities](mailto:suclubs@bournemouth.ac.uk) or [Advice Team](mailto:subuadvice@bournemouth.ac.uk).

***Using social media effectively***

It’s best to do one thing well rather than spreading yourself too thinly and being inconsistent so make sure you choose the right platform for your group. X, Facebook, Instagram and Discord are some of the top channels to use.

• With Facebook, it’s best to have a public-facing page rather than a group (closed groups work well for committee members). Facebook creates a space for discussion, giving updates on your activities and promoting events.

• X (formerly Twitter) is a fast-paced environment so it takes a little more effort to manage and keep it up to date. It is however useful to give a quick insight into your group, like score updates during a fixture, or bitesize info about your group and what you’re planning.

• Instagram is perfect for giving a visual insight into your group and sharing achievements and memories.

• Discord is an increasingly popular platform, particularly in the gaming community. A server can be created to have channels for messaging, voice and video chats.

• Remember to use your group’s logo when promoting yourself and remain consistent with your brand and design materials.

Make sure you like/follow the SUBU social media accounts and @ us for retweets and shares.