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GBS Social Media Policy

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Version	2.1
Approved by (Oversight Committee)	Board of Directors
Policy lead (Staff member accountable)	Head of Communications

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Global Banking School Social Media Policy

1. Introduction

1.1. Global Banking School (GBS)

- 4 Acknowledges that unauthorised use of the wi-fi facility within GBS is difficult to track, and that the use of personal devices accessing wi-fi can only be broadly monitored; awareness of this level of threat to inappropriate, offensive, or extremist activity is highlighted within this policy

2.2 It applies to the use of social media for both business and personal purposes, whether during office hours or otherwise. The policy applies regardless of whether the social media is accessed using GBS IT facilities and equipment or equipment belonging to members of staff.

2.3 GBS recognises that staff may work long hours and occasionally may desire to use social media for personal activities at the office or by means of GBS computers, networks and other IT resources and communications systems. GBS authorises such occasional use so long as it is reasonable, during an authorised break and does not involve unprofessional or inappropriate content and does not interfere with employment responsibilities or productivity.

2.4 While using social media at work, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious, or political solicitations or promotion unrelated to GBS business are also prohibited.

3. Role and Responsibilities

3.1 All social media users are responsible for ensuring that their use of social media is appropriate and fully compliant with this policy. Roles and responsibilities include:

- 4 **GBS Senior Management Team:** Responsible for ensuring that their staff are made aware of this policy and that breaches are dealt with appropriately and developing and encouraging good information handling practices within their areas of responsibility.

- 4 **GBS Marketing Team:** Responsible for the maintenance of GBS social media sites including Facebook, Twitter, Instagram, YouTube, and LinkedIn etc. These are within the jurisdiction of the Marketing Department. Postings made by Marketing, Admissions, and other areas within GBS should be approved by the Managing Director.

- 4 Create corporate accounts under names such as GBS and other names associated with GBS that could detract from or attempt to impersonate any of GBS' main accounts.
- 4 Harassment or bullying via social media will not be tolerated. Evidence of harassment using social media will be investigated and may result in disciplinary procedures.

4.2 When posting content on any GBS' social media sites, through personal accounts, mobile phone, computer, or other device without using the GBS network or equipment, the following 'dos and don'ts' should be followed.

4.3 Do

- 4 Remember that UK laws and GBS policies governing inappropriate conduct such as sexual (or other) harassment, bullying, discrimination, defamation, infringement of copyright and trademark rights, and unauthorised disclosure of student records and other confidential and private information apply to communications by GBS' students and staff through social media.
- 4 Adhere to the Prevent Duty guidance.
- 4 Make sure that you accurately disclose your relationship to GBS when endorsing GBS. When using GBS campus facilities or acting within the scope of your GBS responsibilities, you may only endorse GBS, its programmes, or its services if you have been authorised to do so by the Managing Director.
- 4 Carefully consider the accuracy, clarity, length (brief is better) and tone of your comments before posting them. Postings on social media sites should protect GBS' institutional voice by remaining professional in tone and in good taste. Remember, your postings may be on social media site for a long time.
- 4 Sign your posting with your real name and indicate your relationship to GBS. Do not use a-1 (p t)5.8 (o.7 (e G)3 (p4 (ai)-1 (ni)4.4 (ng)0)-1een a)5.1 (uth ()08o8.(o)5.1 (n-1).5.

- 4 Where appropriate, link back to information posted on GBS website instead of duplicating content. When linking to a news article about GBS, check first to determine whether you can link to a release from GBS' website rather than another media outlet.
- 4 Whenever you utilise social media as a means of student participation in course

5.1 If staff are required to speak on behalf of GBS in a social media environment, staff must still seek approval for such communication from the Marketing & Communications department, who may require staff to undergo training before they do so and impose certain requirements and restrictions regarding their activities.

5.2 If staff are contacted for comments about GBS for publication anywhere, including in any social media outlet, you must direct the inquiry to the Marketing and Communications Department and you should not respond without written approval.

5.3 GBS may use internet searches to perform due diligence on candidates during recruitment. In this situation, GBS staff must act in accordance with data protection law and equal opportunities obligations.

6. Posting to Social Media Sites

6.1 GBS is aware that its staff and students may wish to express their personal ideas and opinions through private social media that are not administered by GBS.

6.2 GBS reserves the right, under circumstances it deems appropriate and subject to applicable laws and regulations, to impose disciplinary measures, up to and including deregistration (student) from GBS or termination of employment or contract (staff), upon students, staff and others related to GBS who use private social media sites or communications resources in violation of this policy or in ways that reflect poorly on GBS or are deemed to interfere with the conduct of GBS business.

6.3 In appropriate cases, such conduct may also be reported to law enforcement authorities.

6.4 Site approval, administration, and requirements

6.4.1 With appropriate authorisation, GBS social media sites may be administered on behalf of:

- 4 GBS as an institution
- 4 Individual campuses, programmes of study and departments
- 4 Members of staff, in connection with a specific programme
- 4 Student organisations.



6.4.2

- 8.1 The contents of GBS's IT resources and communications systems are GBS' property. This includes files, data, document, facsimile, telephone conversation, social media post conversation or message, or any other kind of information or communications transmitted to, received, or printed from, or stored or recorded on GBS' electronic information and communications systems.
- 8.2 GBS reserves the right to monitor, intercept and review, without further notice, staff activities using GBS IT resources and communications systems, including but not limited to social media postings and activities, to ensure that GBS's rules are being complied with. This policy may be amended by GBS at any time. GBS will regularly test our systems and processes to monitor compliance. Any issues related to the monitoring and review of this policy, please contact asqo@globalbanking.ac.uk.

