



Social Media Policy

April 2021



All social media channels, accounts, pages, groups or similar set up by current College members which use “Linacre College” in their name are governed by this policy. Any group or similar that is not an official channel of the College, but still uses “Linacre College”, is not governed by this policy and should clearly state that it is an unofficial channel.

This policy covers what is expected of individual members of the Linacre Common Room, including current students, fellows, staff, and other affiliate members. Only current members of the Linacre Common Room are governed by this policy.

Official channels

College currently uses the following social media channels to share content with both current College members and the wider College community:

- Facebook
- Twitter
- Instagram
- LinkedIn
- Various alumni groups

Public posting is not allowed unless in a member only group.

The official channels and groups are managed by the Alumni & Development team. For questions or concerns please email development@linacre.ox.ac.uk. The Alumni & Development Manager has the right to remove anything they deem to be offensive, derogatory, or inconsistent with College’s image using their own discretion.

Common Room (CR)

Accounts or groups managed by the CR are in the first instance the responsibility of the CR Committee. For accounts or groups managed by College clubs, societies or teams the responsibility falls on the president of that club, society or team. These accounts or groups should be regularly monitored by a designated administrator. It is not assumed that these accounts or groups will be monitored at all hours of the day, so users or members are expected to follow what is set out in this policy and any other specific group guidelines. Please contact the designated administrator and the Senior Tutor if you notice anything that could be in violation of this policy or the group guidelines.

Any content which is

- a) Offensive or derogatory relating to sex, gender reassignment, race, disability, sexual orientation, religion, belief or age;
- b) Intentionally meant to hurt, offend or denigrate an individual, or;
- c) Illegal under British Law

will be recorded and sent to the Dean for Discipline (dean@linacre.ox.ac.uk) before being deleted. In deciding whether or not to delete posts, the administrator must balance the conditions with the protection of freedom of expression. The Senior Tutor will act as an independent arbitrator in case of disputes.

The designated administrators are encouraged to lock any posts for further commenting as a precaution to avoid having to take further action.



Personal Responsibility

You are personally responsible for the content you publish on social media, blogs, wikis or any other form of user-generated media. Very few people are official spokespeople for College, so if posting content related to Linacre College, it has to be clear you are speaking for yourself and not for College. Linacre is a very heterogenous community with diverse sensitivities: it is easy to cause offence inadvertently. Please think very carefully about whether your post might be misinterpreted.

Please show consideration to other members of the College community when interacting online. For anything that could constitute a welfare, diversity or equality issue, please contact the Dean for Equalities and Diversity (equalities@linacre.ox.ac.uk) or the Senior Tutor (senior.tutor@linacre.ox.ac.uk).

Complaints

Any member of College who wishes to complain about a post on Official or CR social media channels should record the post and then submit the record with a formal complaint to the Dean for Discipline (dean@linacre.ox.ac.uk) or the Dean for Equality and Diversity (equalities@linacre.ox.ac.uk). Anonymous complainants or complaints made on behalf of someone else will not be allowed.

The Dean will follow the procedures described in By-Law 8 (Complaints procedure for student members and members of Common Room) in investigating the complaint.

Any member of College who feels that their post on a Linacre social media channel has been unfairly deleted should appeal to the Senior Tutor.

Complaints have to be made via the formal complaints procedure, so no complaints made on social media will be investigated.

Approved by Governing Body on: 21st April 2021