



Global Institute of Sport

Social Media Policy

Owner:	
Author:	Marketing Manager
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Approved By:	
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Date for Next Review:	



1. Introduction

1.1. GIS recognise that social media channels provide unique opportunities to participate in discussions and share information on topics of interest with students, staff members and the wider community. They also provide opportunities to network with industry professionals and peers. Social media presents real opportunities for enriched learning and social lives as well as career and academic advancement.

1.2. This policy encourages GIS students to use social media in a responsible and positive manner, capitalising on opportunities without risking personal security; protecting current and future career prospects as well as the reputation of the institution and its students, staff and partners.

1.3. This policy does not seek to limit freedom of speech or freedom of association. GIS recognises that students and staff have the right to express their personal views and opinion and that these may occasionally conflict with those of the institution.

2. Purpose

2.1. The policy sets out GIS' expectations regarding the appropriate use of social media and the potential consequences of its misuse.

2.2. The policy seeks to minimize the risks posed by the use of social media and to protect our students, staff and the institution.

3. Scope

3.1. This policy applies to:

- GIS students
- GIS staff

3.2. The term social media relates to electronic platforms which permit the creation and sharing of content. This includes, but is not limited to: Facebook, X (formerly Twitter), LinkedIn, Instagram, YouTube, WhatsApp, and Telegram.

3.3. This policy does not form any part of any contract of employment, where applicable, and may be reviewed and amended at any time.

4. Roles and Responsibilities

4.1. Students and staff members are responsible for reading and ensuring that they understand this policy.

4.2. Students and staff must ensure that the information, views and messages communicated through GIS affiliated social media meet the standards of behaviour set out in this policy and other relevant policies listed in section 8.



4.3. Anyone seeking to use the GIS names or brands in their social media handles and profiles must seek permission from the GIS Marketing team and must adhere to the GIS Brand Guidelines.

4.4. Anyone wishing to create a social media account / page associated with GIS must seek approval from the GIS Marketing department and must adhere to the GIS Brand Guidelines.

4.5. GIS must be given access to all accounts created in association with GIS, password shared for security purpose in case of a breach of these guidelines and to ensure the account can be shutdown or passed on as appropriate.

4.6. In the event of alleged misuse of social media, the relevant GIS academic lead will be responsible for:

- a) Holding initial informal conversations to address the misuse of social media at an early stage.
- b) Reporting and escalating any concerns regarding the misuse of social media in accordance with section 6 below.

5. Unacceptable use of Social Media

5.1. GIS do not tolerate any social media posts or comments that are deemed to be:

- Bullying/cyberbullying e.g. making offensive or derogatory comments relating to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including nationality), religion or belief, sex, or sexual orientation;
- Harassment e.g. using threatening, abusive or insulting unwanted behaviour which has the purpose or effect of violating a person's dignity or creates a degrading, humiliating, hostile, intimidating, or offensive environment.
- Indecent e.g. posting/liking/sharing/linking to images or other content that is sexually explicit or illegal;
- Discriminatory e.g. demonstrating less favourable behaviour to a person or group based on their age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including nationality), religion or belief, sex, or sexual orientation;
- Bringing discredit to GIS e.g. by insulting fellow students or other individuals; making/sharing defamatory or offensive comments about the institution, individuals, groups, partners or anyone associated with GIS;
- In breach of confidentiality e.g. by revealing confidential information owned by GIS, posting confidential information about an individual, business or other organisation; posting contact details, pictures or personal details of other students or members of staff or members of the public without their prior permission;



- In breach of copyright e.g. by using someone else's images or content without permission, or by failing to give acknowledgement where permission has been given to reproduce.

6. Breach of Policy

6.1. Suspected breaches of this policy by any GIS student should be reported by email to marketing@GIS.sport.

6.2. Any breaches of this policy by GIS students will be handled in accordance with the University of East London's Non-Academic Misconduct Policy.

7. Monitoring

7.1. GIS will monitor references to the institution online and will act where necessary to protect its reputation.

7.2. GIS will request the removal of content from a social media account if it is deemed that the account or its content pose a risk to the reputation of GIS.

to that of its staff, students, graduates, partners and other key stakeholders.

7.3. Students expressing concerns regarding the service or learning opportunities provided by GIS on social media will be advised to raise their concerns in accordance with the GIS Complaints Policy.

8. Related Policies and Procedures

8.1. Anti-Harassment and Bullying Policy

8.2. Complaints Policy (Students)

8.3. Freedom of Speech Policy

8.4. IT and Communications Systems Policy

8.5. UEL Non-Academic Misconduct Policy (Students)

8.6. Whistleblowing Policy

9. Promotion and Publicity

9.1. You consent to the Global Institute of Sport (GIS) using photographs and/or video recordings of you taken by GIS or by persons or organisations authorised on behalf of GIS for the purposes of internally and externally promoting GIS. These images could be used in any media (existing or later created or made available) including print and digital media formats such as print publications, prospectuses, brochures, websites, e-marketing, posters, banners, advertising, film, social media, teaching and research purposes.

