



University of Limerick Postgraduate Students' Union Social Media Policy

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Contents

Introduction	1
Terms & Conditions	1
Social Media Guidelines.....	1
Penalties & Agreement.....	2

Introduction

The University of Limerick Postgraduate Students' Union (ULPSU) is present on various social media platforms. These platforms have become important communication tools for interacting with our stakeholders and promoting all our activities and work. We have written this policy because we understand the significance of social media and the impact it can have on an organisation's reputation.

On the other hand, the use of social media poses a risk to the ULPSU. This document establishes clear boundaries and standards to be followed by ULPSU members¹ and volunteers when using social media with a view to guaranteeing that information posted complies with the policies of both the ULPSU and UL.

Terms & Conditions

There are several other rules and policies to consider in addition to this social media policy. You must follow Irish law and be aware of your responsibilities under the following acts:

- [Copyright Act \(1963\)](#) and as amended
- [Data Protection Act \(2018\)](#)
- [Prohibition of Incitement to Hatred Act \(1989\)](#)
- [Criminal Damage Act \(1991\)](#)
- [Freedom of Information Act \(1997\)](#)
- [Child Trafficking and Pornography Act \(1998\)](#)

In addition, all users must adhere to the following UL policies, all of which are available on the [Policy Hub](#):

- Data Protection Policy
- Equality and Diversity Policy
- Policy and Procedures for Student Dignity and Respect
- Policy and Procedures for Workplace Dignity and Respect

Social Media Guidelines

1. **Think twice before publishing:** Please be mindful of what you post on your personal social media accounts as well as the ULPSU accounts while you are affiliated to the Union as a staff member or volunteer. Please ensure that your posts do not tarnish the reputation of the ULPSU. Think twice before publishing any content on our social media platforms. If you are infuriated or passionate about a subject, wait, take your time and post when you are calm. Then consider if the content is appropriate and not likely to bring the ULPSU into disrepute.
2. **Maintain accuracy:** Before you publish something, double-check that you have all of the facts. Where possible, cite and link. If you make a mistake, admit it right away and make

¹ In this context, 'members' are ULPSU staff (including sabbatical officers) and members of Executive and Council.

the necessary corrections. If you need to make changes to previous postings, make it obvious that you're doing that so that you don't appear to be covering things up.

3. **Respect our diverse audience:** Recognise that posting content to a social networking site can lead to debate or comments about competing viewpoints. Responses should be carefully assessed in light of the impact they will have on the person who published the content and the ULPSU. Personal comments, insults, vulgarity, discriminatory comments or language, or any other behaviour that the ULPSU considers unacceptable should be avoided.
4. **Take ownership:** You are ultimately responsible for what you post. Participating in social media on behalf of the ULPSU does not entitle you to post or share information from your personal viewpoint. Therefore, please ensure that you respect the organisation and take your responsibility seriously.
5. **Maintain good quality:** Please ensure that all the pictures and posts published are of good quality and appear professional. Make sure that every text-based post is customised with the ULPSU logo. Ensure that the colour matches our brand colours (#00A850 and #005844). Picture-based posts are more popular than text-based posts, and 30-second videos are more popular than picture-based posts – consider this before posting on social media. It is important that every post that goes out there is of good quality.
6. **Confidential information:** It is important to understand that any information shared on social media is out in the public – don't expose sensitive or confidential information or future developments, and don't announce something before its time. This applies to both personal and business profiles.
7. **GDPR:** You are expected to refrain from sharing photographs of students or recording students or their personal information without receiving clear written consent from them to do so.
8. **Consent and planning:** Before posting any content on social media, you are advised to share the content with other sabbatical officers and staff to get feedback, to keep them in loop and to act in the best interest of postgraduates.

Penalties & Agreement

Failure to follow this policy may result in you being denied access to using ULPSU social media as well as having other consequences. This social media policy overrides all previous policies on acceptable social media use and will be updated as needed. Any person who uses ULPSU social media accounts is presumed to have been made aware of this policy.

Signed: _____ Dated: _____