



SAINT LOUIS UNIVERSITY MADRID

Policy on Social Media

1. Policy Statement

1.1 Saint Louis University – Madrid Campus (SLU-Madrid) recognizes and embraces the benefits and opportunities that social media can bring as a tool. It can be used to share news, information and successes. There is, however, an inherent risk involved in using social media, in that it is an instantaneous and far-reaching form of communication; inappropriate use can impact upon students, faculty and staff as well as upon the reputation of SLU-Madrid.

1.2 This policy provides information for students about the appropriate use of social media when connected to their status as a student of SLU-Madrid, or when directly or indirectly referencing SLU-Madrid and Saint Louis University as a whole.

2. Scope of the Policy

2.1 For the purpose of this policy, social media is defined as any online interactive tool that encourages participation, interaction and exchanges. New forms of social media appear on a regular basis and currently include Facebook, Instagram, YouTube, LinkedIn, Snapchat, Raft, Twitter, etc. as well as blogs, discussion forums, instant messaging (WhatsApp, Telegram, etc.) and any website which allows public commenting or posting.

2.2 This policy applies to the entire SLU-Madrid community (students, faculty and staff) and to any personal communications within a social media platform which directly or indirectly refers to SLU-Madrid.

2.3 This policy applies to social media communications made at any time, whether privately or publicly, and from anywhere, including away from campus and on personal devices, whether to an individual, to a limited group or to the world.

2.4 SLU-Madrid acknowledges that students, faculty and staff may use social media in their private lives and for personal communications. Personal communications are those made on, or from, a private social media account, such as a personal page on Facebook, Instagram, or a personal blog. In all cases where a private social media account is used that identifies SLU-Madrid, the identity of the account holder and their relationship to SLU-Madrid must be made clear to avoid the impression that views expressed on or through that social media account are made on behalf of SLU-Madrid.

3. Freedom of Speech

3.1 Nothing in this policy is intended to have the effect of limiting freedom of speech, subject to that freedom being exercised within the law.

4. Use of Social Media as a SLU-Madrid Tool

4.1 Where social media is used as a teaching, learning and cooperative tool through official SLU-Madrid websites and accounts, all students must read, understand, and agree to the terms of use of the social media website and SLU-Madrid's terms and conditions relating to the use of social media in this context before accessing and posting content on social media in a teaching, learning and cooperative context.

5. Social Media in Personal Life

5.1 SLU-Madrid students, faculty and staff must be aware of their association with and responsibilities towards SLU-Madrid. They must ensure that their social media profiles and related content are consistent with:

- SLU-Madrid's policies, including but not limited to, data protection, dignity, electronic mail usage and information security.
- Their role at SLU-Madrid.
- Their presentation of self to external stakeholders – including future employers.

5.2 SLU-Madrid students, faculty and staff must also be aware of the potential impact and permanence of anything posted online and thus, should avoid posting anything that:

- They do not wish to be in the public domain.
- They are not willing to say personally to the face of another individual.

5.3 SLU-Madrid students, faculty and staff should also be aware that any digital material that posted online could reach a wider audience than expected or intended. Once digital content has been created and shared, individuals will have limited control over its permanence and audience.

6. Expected Standards of Behavior

6.1 SLU-Madrid students, faculty and staff are personally responsible for what they communicate on or through social media and they must adhere to the standards of behavior set out in this policy and any related policies.

6.2 Communications on social media must always be respectful and in accordance with this policy. Use of social media must not infringe on the rights, or privacy of other students, faculty or staff; and students must not make ill-intentioned comments or judgments about other students, faculty, staff or other parties.

6.3 Students, faculty and staff must take particular care when communications through social media can identify them as members of SLU-Madrid to others.

6.4 All use of social media must comply with SLU-Madrid's policies.

6.5 The following non-exhaustive list, according to the circumstances (and subject to 3.1), are of an unacceptable nature and should never be posted:

- confidential information (which may include homework or research not yet in the public domain, information about fellow students, faculty and staff or personnel matters, non-public or not yet approved documents or information);
- details of complaints and/or legal proceedings/potential legal proceedings involving any member of the SLU-Madrid community;

- personal information about another individual, including contact information, without their express permission;
- comments posted using fake accounts or using another person's name without their consent;
- material, including images, that is threatening, harassing, discriminatory, illegal, obscene, indecent, defamatory, or hostile towards any individual or entity;
- any other posting that constitutes a criminal offence;
- anything which may defame SLU-Madrid or compromise the safety or reputation of colleagues, former colleagues, students, staff and those connected with SLU-Madrid.

6.6 SLU-Madrid has well-established ways for students, faculty and staff to raise any dissatisfaction or concerns that they may have. Concerns must be raised through such procedures, not on social media.

7. Cyber Bullying via Social Media or Message Apps

7.1 SLU-Madrid will not accept any form of bullying or harassment by or of members of SLU-Madrid's students, faculty and staff.

7.2 The following examples illustrate the types of behavior, displayed through social media communications, which SLU-Madrid considers to be forms of cyber bullying:

- maliciously spreading rumors, lies or gossip;
- intimidating or aggressive behavior;
- offensive or threatening comments or content;
- posting comments/photos etc. deliberately mocking an individual with the intent to harass or humiliate them.

7.3 Cyber bullying may also take place via other means of electronic communication such as email, text or instant messaging.

7.4 Any SLU-Madrid community member who is experiencing cyber bullying by another member of SLU-Madrid community will have the full support of SLU-Madrid, if that person (students, faculty, staff, host families, SLU-Madrid vendors such as Sodexo's staff, etc.) feel they are being bullied, harassed or victimized.

8. Intellectual Property

8.1 All SLU-Madrid students, faculty and staff must ensure that they have permission to share any third-party materials, including all images, text and videos, before uploading them to or linking to them via social media and, where sharing is permitted, they should ensure that such materials or shared links are credited appropriately.

8.2 In addition, all SLU-Madrid students, faculty and staff are expected to have reviewed the terms and conditions of a social media account and/or website before uploading material to it; by posting material to social media accounts and/or websites, individuals may be releasing ownership rights and control of the content. For this reason, caution must be exercised when sharing information.

8.3 SLU-Madrid is not responsible for, nor does it hold any ownership, of any content posted by individual students to social media accounts, except for content by on official SLU-Madrid sites or posted through using SLU-Madrid accounts, in the course of their duties, as a form of professional communication.

9. Brand & Logo

9.1 SLU-Madrid's name, identity and logo may only be used by SLU-Madrid and in accordance with the SLU brand's guidelines.

10. Roles and Responsibilities

10.1 All students, faculty and staff are responsible for:

- ensuring that any use of social media is carried out in line with this and other relevant policies;
- informing the relevant staff member(s) when an institutional account is to be used;
- seeking relevant authorization for official posts prior to publication on any SLU-Madrid social media account;
- regularly monitoring, updating and managing content they have posted;
- adding an appropriate disclaimer to personal accounts when the institution is named (see section 2.4 above); and
- reporting any incidents or concerns in line with section 13 below

11. Monitoring

11.1 SLU-Madrid reserves the right to monitor, intercept and review within the law, without further notice, student activities using its IT resources and communications systems, including but not limited to social media postings, to ensure that its rules are being complied with and such activities are for legitimate purposes.

12. Data Protection

12.1 No personal information, including photographs and videos, should be shared on social media without the consent of the individual to whom it relates. Students, faculty and staff should, therefore, never post personal information of others without their consent.

13. Incidents and Response

13.1 Where a violation of this policy is reported, SLU-Madrid will review the circumstances and decide on the most appropriate and proportionate course of action, which may include referring the matter to be dealt with under a different procedure including, but not limited to Academic Integrity, Sexual Misconduct and Prohibited Conduct, etc.).

13.2 Where students are in receipt of any content considered to be in violation of this policy, this should be reported to the Director of Student Life. Faculty and Staff should report these violations to the Director of Human Resources.

14. Consequences of this Policy's Violation

14.1 Any violation of this policy may result in disciplinary action up to and included but not limited to probation, suspension and expulsion for students, and in accordance with Spanish Labor Law for employees.

14.2 Any disciplinary action will be taken in accordance with the procedures outlined in the Student

Responsibilities & Community Standards.

14.3 Disciplinary action may be taken regardless of when the violation is committed and regardless of whether any SLU-Madrid equipment or facilities are used in committing the violation.

14.5 Where conduct may be illegal or a criminal offence, SLU-Madrid may report the matter to the police. Beyond that, any member of the SLU-Madrid community or third party may pursue legal action against you, if they choose to do so.

15. Reporting

15.1 Any complaints received under this policy will be reported, on an anonymized basis where appropriate, to the Director of Student Life or the Director of Human Resources.

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