**Social media guidelines**

Use of social media can benefit your studies and enrich your personal and social life. But it is important that students are aware of potential challenges and risks.

Whether you are studying here at Madingley Hall, or online, we expect that you show respect at all times to other students, staff and people outside the University.

**What is social media?**

Social media are web-based platforms that allow you to communicate and network with others, and include:

* Facebook
* Twitter
* Instagram
* LinkedIn
* Twitter
* YouTube
* WhatsApp

**Do**

* Follow us!
  + - Facebook: <https://www.facebook.com/CambridgeICE/>
    - Twitter: <https://twitter.com/Cambridge_ICE>
    - Instagram: <https://www.instagram.com/cambridge_ICE/>
    - YouTube: <https://www.youtube.com/user/CambridgeICE>
    - LinkedIn: <https://www.linkedin.com/company/3255723/>
* Be safe online
  + - Read and adhere to the respective social media platform’s terms and conditions and check their privacy policy before signing up.
    - Think about what personal details you provide and manage your privacy settings to take control of who can see your profile and what information is displayed publicly.
    - Use different passwords for different accounts.
* Build networks
  + - Follow influential people in your subject area like your tutor and fellow classmates.
    - Don’t be afraid to take part in discussions. Demonstrate your interest and engagement in your subject.
* **Always be respectful and courteous.** Think before you post. Don’t post anything you wouldn’t say in public.

**Don’t**

* Don’t post anything that could be understood to be:
  + - Bullying
    - Discriminatory
    - Harassing
    - Offensive
    - Threatening
    - Obscene
    - Defamatory

This includes making comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age.

Don’t share copyrighted materials, such as ICE teaching materials, on your social media. Look for a © symbol. You can find more information about copyright here: https://www.gov.uk/topic/intellectual-property/copyright

### Legislation There is a variety of civil and criminal legislation that could apply to social media use that you should be aware of, including:

* Equality Act 2010: <http://www.legislation.gov.uk/ukpga/2010/15/contents>
* Communications Act 2003: <http://www.legislation.gov.uk/ukpga/2003/21/contents>
* Defamation Act 2013: <https://services.parliament.uk/bills/2012-13/defamation.html>
* Malicious Communications Act 1988: <http://www.legislation.gov.uk/ukpga/1988/27/contents>
* Data Protection Act 2018: <https://www.gov.uk/data-protection>
* Human Rights Act 1998: <http://www.legislation.gov.uk/ukpga/1998/42/contents>
* Public Order Act 1986: <http://www.legislation.gov.uk/ukpga/1986/64/contents>
* Protection from Harassment Act 1997: <http://www.legislation.gov.uk/ukpga/1997/40/contents>

**Dealing with disruptive users**

If you become aware of a user that is being disruptive with regards to your learning at ICE (or is posting anything that would class as one of our social media ‘dont’s’) then please:

* Take screen shots
* Don't respond or react
* Alert the ICE Marketing Team at [marketing@ice.cam.ac.uk](mailto:marketing@ice.cam.ac.uk)

Social media should not be used as a channel to register complaints or communicate with ICE regarding Institute matters. Students should contact their course administration teams if they would like to raise any issues.