



<b>Document title</b>	GBS Social Media Policy
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<b>Approved by</b> (Oversight Committee)	Board of Directors
<b>Policy lead</b> (Staff member accountable)	Head of Communications
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Acknowledges that unauthorised use of the wi-fi facility within GBS is difficult to track, and that the use of personal devices accessing wi-fi can only be broadly monitored; awareness of this level of threat to inappropriate, offensive, or extremist activity is highlighted within this policy

2.2 It applies to the use of social media for both business and personal purposes, whether during office hours or otherwise. The policy applies regardless of whether the social media is accessed using GBS IT facilities and equipment or equipment belonging to members of staff.

2.3 GBS recognises that staff may work long hours and occasionally may desire to use social media for personal activities at the office or by means of GBS computers, networks and other IT resources and communications systems. GBS authorises such



**GBS Academic Standards and Quality Office (ASQO):** Responsible for reviewing this policy and can be contacted on [asqo@globalbanking.ac.uk](mailto:asqo@globalbanking.ac.uk).

**Line Managers:** Responsible for ensuring that their staff are made aware of this policy and any reports of breach are dealt with appropriately.

**GBS Staff and Students:** Responsible for complying with the Social Media Policy. They must ensure that they are accessing social media sites, internet etc. in line with GBS policies and requirements.

3.2 It is important to recognise that the use of social media concerning GBS is governed by the same laws, policies, rules of conduct and etiquette that apply to all other







Spend time using social media for personal purposes during working hours or use any GBS social media sites, networks, equipment, or peripherals for unauthorised personal or commercial purposes.

Transmit chain letters, junk email, or bulk communications.

Be rude or argumentative or use inappropriate language. Correct factual inaccuracies, however, avoid negative exchanges whenever possible.

Be careless with spelling, grammar, or syntax, or use language that may easily be misunderstood.

permission from anyone depicted in the photograph or video. The written permissions should be kept on file as a record after being signed. Note: photographs posted on social media sites can be easily appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolutions to prevent copying. Images at that size are sufficient for viewing on the web, although not suitable for printing.

Represent your personal opinions as institutionally endorsed by GBS. If you are not authorised to post specific content on behalf of GBS, then the following disclaimer should appear in your posting: *These are my personal opinions and do not reflect the views of the GBS.*

Expect that your posted content will remain private or that dissemination will necessarily be limited to your intended audience, even if you are accessing your own private social media account over GBS network or using GBS equipment or peripherals.

Attempt to mask your identity or attribute your comments to another person (real or fictitious).

Insult, disparage, disrespect, or defame GBS or members of staff or students.

Discuss legal issues or risks, draw legal conclusions, on pending legal or regulatory matters involving GBS.

4.5 social media sites or objectionable comments concerning GBS that are posted on an unaffiliated site, please notify the Managing Director in the first instance.

## 5. Business Use of social media and Recruitment



#### 6.4.2

permission of an authorised official (Managing Director) of GBS is strictly prohibited.

### **6.5 Authorisation of social media sites**

6.5.1 Any person or organisation who seeks authorisation for a new social media site will be expected to provide a rationale and justification for the proposed new social media site and produce a plan for managing its content.

6.5.2 Social media sites administered by members of staff in connection with specific programmes and/or units must be authorised in advance by the Managing





## **8. Monitoring**



## **10. Alternative Format**

10.1 This policy can be provided in alternative formats (including large print, audio and electronic) upon request. For further information, or to make a request, please contact the Academic Standards and Quality Office at [asqo@globalbanking.ac.uk](mailto:asqo@globalbanking.ac.uk).