



While acknowledging the right of staff to freedom of expression, the University has an obligation to protect the reputation of both individual members of staff and the institution as a whole.

As a member of staff at Lancaster University you are reminded that you continue to be a representative of the University even outside work and especially where you promote your own social media activities via a University system i.e. PURE portal, Twitter widget on departmental homepage, email signature etc.

The University is a charity and subject to charity law. This means that the university may not endorse or oppose political parties or candidates from accounts associated with the University. You should therefore take care not to present, expressly or by implication, any personal views as those of the University. It would be good practice to use a disclaimer i.e. all views expressed on social media are those of the individual and not the University.

Any dynamic and socially-interactive networked platform on the internet i.e. blogs, forums, Facebook, Twitter, Instagram, LinkedIn, Mendely (academic social network) and You Tube etc.



Keep your personal / work social media accounts separate. Do not use personal accounts for work purposes - use your University email address for work-related correspondence.

Never share any restricted information or personal data (such as personal details of students or staff) on social networks.

Any information submitted to social media sites should be regarded as being published information (and remember that once published by you it can often quickly be republished by others).

If you are a member of staff, you must not require that students become your friend in order to access lab data.

Be aware of the security controls and privacy setting within any social network