

# Social Media and Press Guidelines

These guidelines are for personal use of social media by College members. They are not intended to restrict freedom of speech.

1. We welcome your participation in St Hilda's College social media channels. However, if you are setting up your own channel, please be sure to make it clear that it is not an official St Hilda's channel. You should clearly state that any views or opinions you might express are your own and not those of St Hilda's College.
2. Please have regard for St Hilda's reputation in your use of social media. You may not claim to speak on behalf of the College without the College's prior permission. You may not use the College's logo on social media without the College's prior permission.
3. All College members have the right to express their own opinions. However, please be mindful that prospective applicants, and others, may be influenced by what they see College members posting.
4. Bear in mind that anything shared on social media immediately enters the public domain. Be aware of the long-term nature of information posted on social media sites. It is important not to publish posts that you might not want to be permanently linked to and that you may have no further control over.
5. Be sensitive to the reactions of others when posting on social media. Never post anything that could be considered harassment. All forms of harassment, including on social media, are unacceptable.
6. Be careful to protect your privacy when posting on social media postings and ensure that you respect others' right to privacy.
7. Care should be exercised with any photographs taken at work and posted in a public domain; be mindful of what the pictures might reveal (e.g. in the background); ensure that anyone featured in the photograph has given their express consent to the photo being posted online; photographs of children should only feature in professional publications (online and printed media) where written authorisation and consent have been obtained from all parties. [Find further information on photography and GDPR and a helpful checklist.](#)
8. If you conduct yourself on social media in the same way that you would conduct yourself in a face-to-face social gathering, you will avoid many pitfalls. Bear in mind that you may be sharing social space with other College and University members.
9. Press enquiries should be directed to the Communications Manager, who will offer advice on how to respond to them.

For further information, please see the University of Oxford's Social Media Guidance: <https://www.ox.ac.uk/students/life/it/socialmedia>

Approved by Governing Body 13 February 2019