

**Social Networking Sites and Personal Internet Presence Policy - Guidance for Durham University Staff, Student and Volunteers**

**Introduction**

The purpose of this guidance is to protect the reputation of employees, students and volunteers of Durham University and the University as a whole from abuse via usage of social networking and personal internet sites. The University recognises that such sites are increasingly useful communication tools and acknowledges the right to freedom of expression. However, individuals must be aware of the potential legal implications of material which could be considered abusive or defamatory.

**Definition**

This guidance applies to social networking sites, personal web pages, personal space provided by internet providers and internet presence including blogs such as Facebook, Twitter, YouTube, Instagram and Tiktok, which make available personal views to the general public. It does not apply to web pages hosted by Durham University which are covered by separate guidance. To view this guidance, please contact the Marketing and Communications Department.

**Guidance**

* If you already make reference to your involvement at Durham University with DUVO on a personal internet site as defined above, or you intend to create such a site, you should inform your staff supervisor.
* Use a disclaimer such as "the views contained in these web pages are my personal views and do not represent the views of Durham University".
* Do not use the University's logo on personal web pages.
* Avoid bringing the University or its staff into disrepute and do not use your site to attack or abuse colleagues or students of the University - consult a member of the Volunteering and Outreach Team if you are unsure whether the content is appropriate.
* Do not reveal information which is confidential to the University – seek guidance from the Volunteering and Outreach Staff if you are unsure.
* Do not include contact details or photographs of staff without their permission.
* Photography of children and adults participating in Student Enrichment Directorate activity sessions are prohibited for those that do not have signed consent. These consented photos can only be used for Durham University promotions.
* The use of personal devices such as mobile phones, Ipads and digital cameras to take photographs or capture audio/video footage of participant’s are not permitted, even when signed consent has been given.
* Only Durham University approved equipment should be used to capture and store such images
* Do not ‘befriend’ children or vulnerable adults (participants from Student Enrichment Directorate sessions) on social networking sites such as Facebook using personal accounts.
* Individuals interested in following Durham University’s volunteering activities can follow us on Instagram and Twitter at @duvolunteering,
* If you receive press or media contact regarding the content of your site which relates to Durham University, Initially consult a staff supervisor for the Volunteering and Outreach Team who will, if appropriate forward this onto the Media Relations Manager in the Development and Communications Office.
* The use of social networking sites does not form part of the University's recruitment process.
* The University reserves the right to take action under the Disciplinary Procedure if necessary, which is available at <http://www.dur.ac.uk/hr/policies/disciplinary/>

This guidance should be read in conjunction with the University's IT regulations and Code of Conduct on the use of ITS public facilities which are available at:

[Our Policies - Durham University](https://www.durham.ac.uk/about-us/professional-services/computing-information-services/about-us/our-policies/)