



The AUB Guide to Social Media and Social Media Policy

Whether you're commenting on posts, posting photos or running your own section or course page, AUB encourages everyone to connect online by tagging, sharing and interacting through the AUB social media channels.

AUB's social media channels are a digital reflection of the innovation, creativity and maker culture of our campus and the people behind it – including staff, students and guests. Our channels are a place for everyone to talk, share and learn. With a combined community of around 40,000, our social media channels have an incredible reach and are one of the key strands of AUB's Marketing and Communications plan.

This guide has been created to help all AUB staff get involved across social media.

Please contact our web team with any questions or to arrange training on **web@aub.ac.uk**

09:48



inspiredaub 9+



1,010
Posts

11.2 k
Followers

454
Following

Arts University Bournemouth

Do more than study. Make. #AUBMAKERS

View our prospectus @aub_prospectus

aub.ac.uk/

Fern Barrow, Poole, Dorset

See Translation

Edit Profile

Promotions

Insights

Saved

Contact

Add Shop



Huddle



Open Days



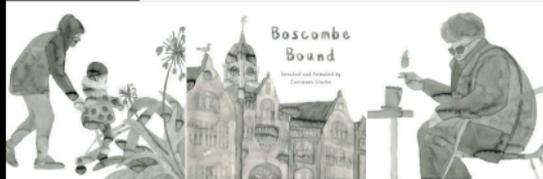
Summer Sh...



Sustainabi...



Quizzes



AUB Social Media Channels

The following social media platforms are led and controlled by Marketing:

- Facebook | **facebook.com/inspiredaub**
- Twitter | **twitter.com/inspiredaub**
- Instagram | **instagram.com/inspiredaub**
- YouTube | **youtube.com/inspiredaub**
- LinkedIn | We have both a University and Company LinkedIn page. This is so staff and students can list us in their education section, and staff can list us as their employer on the Company page. We also use this page to post jobs.

We also run two Alumni channels

- Facebook | **facebook.com/alumniaub**
- Twitter | **twitter.com/alumniaub**

We encourage staff to tag, share, connect and talk with the AUB channels through both personal accounts and section channels, and be advocates for our University.

#AUBMAKERS

Instagram, Twitter and Facebook all use hashtags. It's a great way to join other conversations and categorise your posts.

Our official community hashtag is #AUBMAKERS. Everyone involved with AUB is one of our #AUBMAKERS – from prospective students at an Open Day to Honorary Fellows.

Please feel free to use the hashtag on all positive posts about AUB.

We always write our hashtag in capitals, and try to use it in context:

- “We had a great time meeting all the #AUBMAKERS at our Open Day today!”
- “Check out the latest #AUBMAKERS production from Costume, Acting and Modelmaking.”

Tone of Voice

Our social media channels are a window into AUB, celebrating the best parts of our creative community. We've cultivated a largely positive and supportive community, where the sharing of ideas, work and encouragement is standard.

Please use a similar tone of voice when posting from satellite channels.

Arts University Bournemouth
Posted by Poppy-Jay Palmer
29 Sep 2020 · 🌐

We've been named the UK's top specialist art and design university in The Sunday Times' Good University Guide 2021!

Read more: aub.ac.uk/sundaytimes



👍❤️ 320 20 comments 196 shares 🗨️

👍 Like 💬 Comment ➦ Share

09:58 📶 📶 📶 🔋

< **Tweet**

AUB AUB 🌐
@inspiredAUB

Graduate **#AUBMAKERS** Stephanie Ransom (Fashion) and Olga Petruszewicz (Fashion Branding and Communication) took a trip to Graduate Fashion Week in London to pick up some awards and see their designs on the catwalk.

See more: bit.ly/gfwaubguardian



Hi, I'm Stephanie Ransom, I go to Arts University Bournemouth.

2:15

113 views

15:59 · 02/10/2020 · Twitter Web App

Add another Tweet

🏠 🔍 🔔 ✉️

10:00



Arts University Bournemouth



Home About Photos Videos Events Posts



Arts University Bournemouth



Posted by Poppy-Jay Palmer

29 Mar · 🌐

BA (Hons) Commercial Photography student Gabriel Bush spent lockdown capturing the resilience and creativity of AUB students as they continued to produce new artwork from home.

See more: aub.ac.uk/lockdownartist



👍❤️ 35

3 shares 



Like



Comment



Share



10:04



AUB

10 March 11:45 am



**Why choose a specialist
creative arts university?**

Meet some of our current
students and find out why
they chose to study with us
at our Unibuddy Live event
on 17 March, 15.00.

Swipe up to book



Promote



Highlight



More

Responding to questions

We're proud to actively manage our social media channels to ensure we run a social community which is open, honest and responsive. We always aim to respond to questions on the same day, with as much helpful information as possible.

If you don't know the answer to a question but know who will, feel free to point the asker in the right direction:

- “Hi! Please get in touch with our Admissions team on admissions@aub.ac.uk – they'll be able to help you with this!”
- “Our Student Services team will be able to answer your question – you can reach them on studentadvice@aub.ac.uk.”

If you're not sure who will be able to help with a particular query, please check with other departments before redirecting the asker.

Responding to criticism

Receiving criticism online can be hard, but we like to deal with it as simply as possible. Never delete negative comments or block users before resolving the issue – if others have already seen the comments it can make AUB look unprofessional.

Instead, respond openly and in a friendly manner, and aim to take the discussion offline:

- “Hi, thank you for sending us your concerns. Would you mind contacting us via DM with more information?”
- “We're sorry to hear about your experience. Please get in touch with us via email we can look into this further.”

The same should be done if the criticism is more serious, for example, a user accusing a student or member of staff of discrimination, favouritism or abusive behaviour. Deleting comments before a claim is investigated can often make matters worse. In these instances, ask the commenter to get in touch via email with more information so the issue can be investigated accordingly. Also make Marketing aware of the issue so we can monitor it online.

10:08



Tweet



Eleanor @periwinklejeji · 28/12/2018

@inspiredAUB I'm unable to log into eVision ;-; it keeps saying "For security reasons, you have been automatically logged out of the system." help plz



AUB ✓

@inspiredAUB

Replying to @periwinklejeji

Hi Eleanor, sorry to hear you've been having problems logging in. Campus is now open again after the break - if you'd like to contact our Admissions team they'd be happy to help on 01202 363228 or email admissions@aub.ac.uk.

09:59 · 02/01/2019 · TweetDeck

||| View Tweet activity



Tweet your reply



Business continuity and crisis management

Responsive posts to world news or events

If you manage a satellite channel, please take your lead from the main AUB social media channels. You may have to wait whilst we prepare a statement, story or comment, but where possible please always share that instead of creating your own comment. This keeps us on-brand and on-message.

Crisis management

In a crisis, people often turn to social media for the latest information and updates on what to do. The major incident team will use our channels as a key platform to get information out. If you manage a channel, please take your lead from the main AUB channel.

10:10



26 March 2020 3:05 pm



Whilst our physical
campus is currently
closed, we're still online
to offer support and
guidance to students
and applicants!

Get in touch with one of our teams
to find out how we can help.



Promote



Highlight



More

Section social media channels

Many courses and sections find running their own social media channel adds value to their section.

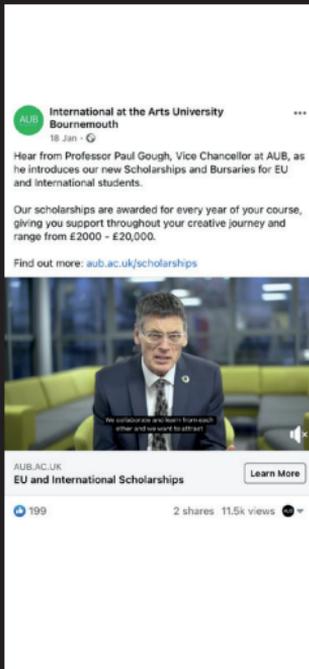
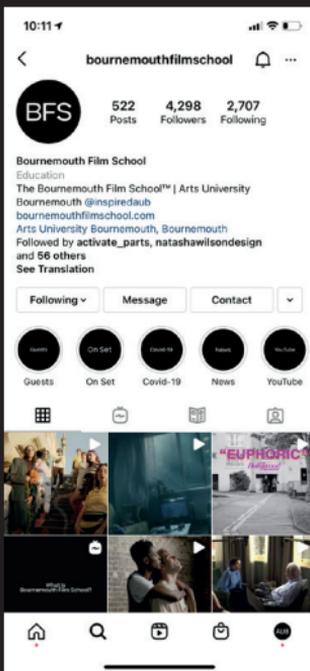
If you'd like to do this, please let Marketing know about any new channel and who is responsible for it, and send details about usernames and passwords. We'll never log on without permission – we just keep a private record of login details, just in case.

Please email our web team at **web@aub.ac.uk**. They're always happy to help and provide training or guidance.

We just have a few guidelines to follow when setting up a new social media channel:

- Take your lead from the main Marketing channels to keep all satellite channels on-brand. If you're unsure of something you're posting (e.g.: content, tone of voice), please get in touch.
- If it's a channel, it's a channel – please ensure someone will be checking for messages and posts regularly and responding quickly. Someone will need to look after it if you're away. Make sure more than one person in your team has access.
- Call it something clean like @ArchitectureAUB (Twitter) or @makeupaub (Instagram).
- Remember that your channel is public – students, prospective students and parents will follow and stalk for insights into the course, so make sure they find great content.

See opposite for some AUB examples of great social media posts.



Social Media Policy

What is social media?

Social media includes any website or application that lets users create and share content to a wider online community. A social network is an online community of individuals who are connected to one another, be it through a shared interest, through a business connection, or because they already know each other offline. Facebook, Twitter, Instagram, YouTube, TikTok, Pinterest and LinkedIn are some examples of popular social media channels.

Policy aims

Social media and social networks provide an excellent opportunity to promote the University and the fantastic work our creative community produces and share our successes with a global audience.

The widespread availability of social media means that it's important to understand how to use it effectively and sensibly, both in the workplace and for personal use.

This policy aims to ensure that AUB is not exposed to legal and governance risks through the use of social media and that its reputation is not adversely affected.

The social media guidelines aim to ensure that employees of AUB are protected while using social media and feel empowered to contribute to our collaborative online community.

The policy applies to employees of AUB, and to students and volunteers managing AUB satellite social media channels.

Guiding principles

When contributing to a social media channel at AUB, you're building on the brand and reputation of our creative community.

The lines between public and private can become blurred, so assume that everything you write is permanent and can be viewed by anyone at any time. Also assume that everything can be traced back to you personally as well as to your colleagues, the University and its students, partners and suppliers.

Terms of use

The following terms should always be adhered to, including during periods of leave.

You must ensure that your content, or links to other content, or personal channels do not:

- Interfere with or contradict your work commitments
- Contain libellous, defamatory, bullying or harassing content
- Contain breaches of copyright and data protection
- Contain material of an illegal, overtly sexual or offensive nature
- Include confidential information about the University
- Bring AUB into disrepute or compromise the AUB brand and reputation

Should an employee not adhere to AUB's Social Media Policy and the University considers that an employee is in breach of the terms, it is likely to lead to action under the University's Disciplinary and Dismissal Procedure.

1.0 Introduction

Our social media channels reflect the innovation, creativity and maker culture on campus, but more importantly the people behind it – students, staff and visitors. Our channels are a place for everyone to talk, share and learn. With a combined community of around 40,000, our social media channels have an incredible reach and are one of the key strands of AUB's Marketing and Communications plan.

This guidance has been developed to support AUB employees that control or contribute to a channel associated with AUB so that we comply with both the law and AUB internal policies.

2.0 The Law

Social media is legally no different from any other conversation. Therefore, defamation, libel, contracts, breach of confidentiality and copyright infringement rules still apply. E.g.: A student posts a negative comment about a lecturer in a private course Facebook group – “xx is a sexist (expletive).” The post could be seen as defamatory of the lecturer involved. If AUB staff run the group, AUB as the ‘publisher’ of the comment could be liable for defamation. You must remove the comment and speak to the student involved. Consider including a statement on the group information: “This group is for sharing information about xx. If you have any issues or questions, please speak to your tutor in person.”

If negative comments on public AUB pages come from external parties (as opposed to AUB staff or satellite channel managers), the commenter is classed as the publisher and different laws apply.

3.0 Guidance

Our social media channels celebrate innovation and achievement and reflect our #AUBMAKERS culture. It's best when we're connecting with industry and highlighting what our creative community achieves. Social media channels must have at least one designated owner who regularly checks for comments and updates, ideally on a daily basis.

3.1 Accounts

Social media channels that are out of date can represent a threat to the AUB brand and should therefore be deleted.

Employees should consider who has access to the channels and determine who else could offer support in circumstances where individuals are absent.

When an employee leaves employment, it's recommended that all passwords are changed and that the individual's admin rights are removed. Please inform Marketing of any password changes.

3.2 Images

We must only use images and share videos we own or have permission to share. It's important to always correctly title and credit student or staff work, as images can be shared quickly and freely online. It's our responsibility as an Arts University to place emphasis on crediting artists involved – a share could lead to their next job.

Be cautious of using images of children and young people. You must have clear written consent from a parent or guardian before using the image. Email **web@aub.ac.uk** for a consent form. It's also good practice to let subjects of photos know when and where their image will be used. E.g.: When taking a photo of a group of AUB students, verbally ask: 'I'm going to take a photo of you and put it on the AUB Facebook page – is that okay with everyone?'

Event photographers should wear a clear name badge, and signage should be clearly displayed, stating: 'Photography will be taken at this event that will be used in AUB Marketing material. Please let xx know if you do not wish to be included.'

3.3 Privacy of groups

Privacy controls must be considered when setting up a group. If you run a course/year private Facebook group, ensure conversations are suitable for the members and that only members of that course are allowed in the group. E.g.: A student comments about a deadline with, 'Ahh, so much to do, stressing out.' If a prospective student finds and accesses that group, the AUB brand could be compromised.

You should also consider correct channels. Facebook shouldn't be a method of contact between students and tutors. We never require students to have social media accounts, and therefore all formal

course communication should come through formal channels like email or course blogs.

3.4 Posts

Each post must be considered for suitability to a wide audience. If a prospective student found your course Twitter account as their very first point of contact with your course, would they consider applying? Are you representing your course in the most positive and professional manner?

3.5 Negative comments or questions

When questioned or criticised online, we do our best to respond factually and openly. We respond with as much helpful information as possible, and an action to take the conversation offline. We don't want to conduct back and forth arguments on an issue online. E.g.: '@inspiredaub I want to book an Open Day, but the link isn't working?' '@twitteruser We're sorry about that – we're fixing it now! If you call 01202 363321 we'll get you booked on.'

Comments made on central AUB channels will be screen captured and emailed to the relevant department so that advice can be taken on the correct response.

Never delete negative comments from independent users on public pages or block independent users who post them before the issue has been resolved. A negative comment doesn't look good on any page – but deleting criticism after other users have read it can look even worse.

In the case of more serious criticism, for example, a user accusing a student or member of staff of discrimination, favouritism or abusive behaviour, channel managers should aim to take the conversation offline and get in touch with the relevant department team leads so it can be appropriately investigated. In these instances, ask the commenter to get in touch via email with more information so the issue can be investigated accordingly. Please take screenshots of the comments and make Marketing aware of the issue.

3.6 Advertising

Social media advertising can be used to drive traffic to your course's webpages and events. Get in touch with **web@aub.ac.uk** if you'd like to talk about running a social advertising campaign.

3.7 Personal use of Social Media

Employees of AUB must not make any comments which could cause damage to the AUB brand and the reputation of the University, breach copyright or be discriminative on their personal channels.

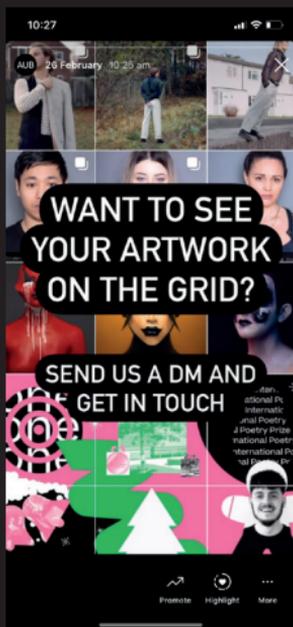
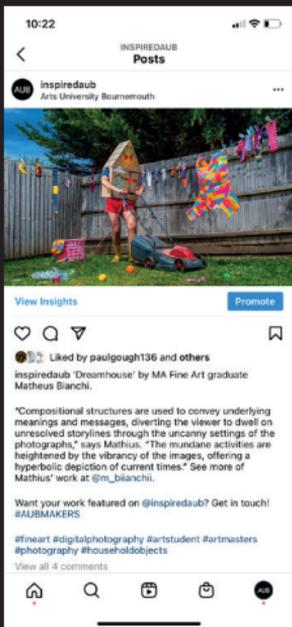
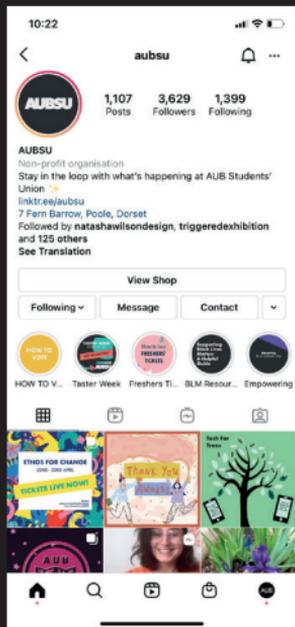
Regardless of whether you list AUB as your employer on your social media accounts, you can be linked to the University through friends, colleagues or connections, and your comments can still cause damage to the AUB brand. Journalists look to social media to find stories, photos and other content.

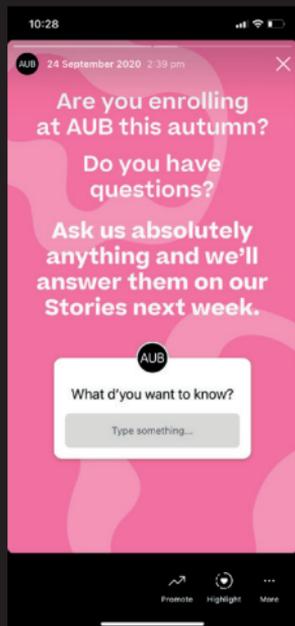
Employees can state they work as AUB on their personal channels, but it's recommended that they state 'views are my own' or something similar.

Whilst under the Human Rights Act, all employees have freedom of expression and the right to privacy. But if their actions contradict the AUB Social Media Policy, it can be grounds for formal action under the University Disciplinary and Dismissal Policy.

Be aware of your digital footprint. Comments made online are only ever as private as a screenshot. Even if deleted, the screenshot lives on forever. If you wouldn't say it in the workplace, don't say it online.

AUB's creative community has a lot to be proud of – and employees should feel confident highlighting positive work and achievements on social media.



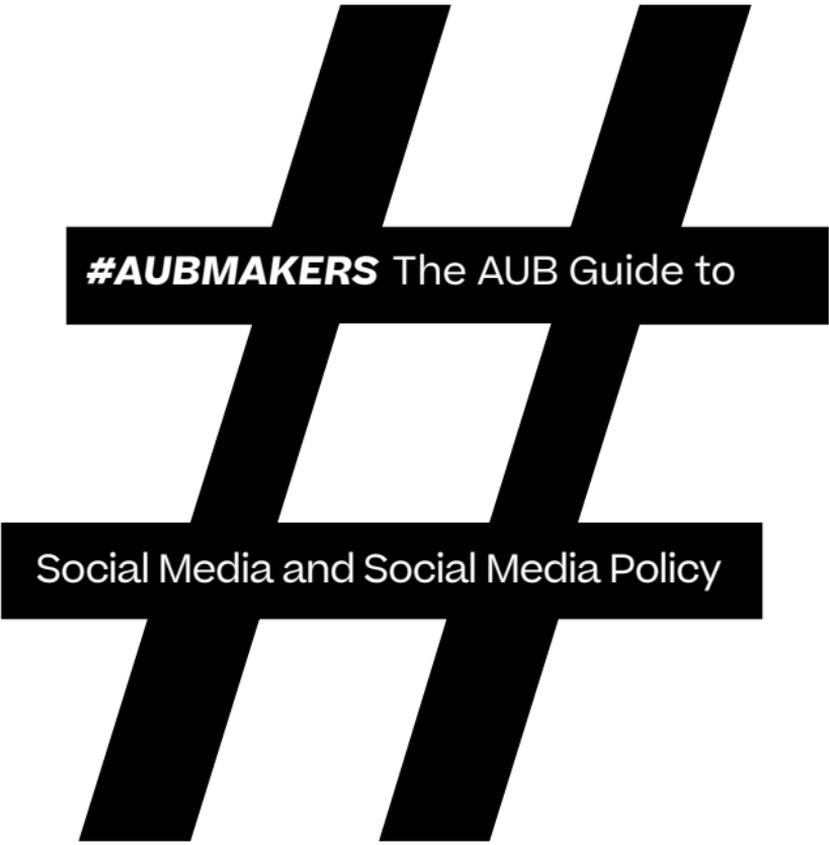


web@aub.ac.uk

01202 363224

aub.ac.uk

#AUBMAKERS

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#AUBMAKERS The AUB Guide to

Social Media and Social Media Policy