THE UNIVERSITY OF THE WEST INDIES
Social Media Policy

1. Introduction

The term "social media" refers to a set of online tools that supports social interaction among users.

Social media has radically changed the way we communicate and interact – both as an institution and as individuals – and offers opportunities to connect and engage with a range of key stakeholder groups including prospective and current students, staff, alumni, donors and friends of the University.

Members of the UWI community have begun, like many other users, to adopt social media and become more innovative in their use of available social media platforms both in professional and personal capacities.

The University of the West Indies (UWI) currently maintains a vibrant official social media presence on networks such as Facebook, Flickr, Twitter and YouTube and new opportunities for stakeholder engagement across other social platforms are continuously emerging.

The UWI welcomes the use of social media to facilitate greater knowledge sharing, enlightenment and stakeholder engagement. At the same time, UWI recognises that inappropriate use of social media has the potential to damage the image, reputation and perceptions of the UWI brand since the lines between personal voice and institutional voice can be blurred on social media platforms.

This Policy is intended to assist the UWI community to leverage the maximum benefits while mitigating risks of social media networking. This Policy aims to exert positive influence on and help shape the online social behavior of the University community in physical and virtual UWI spaces or while using facilities that are owned and/or controlled by UWI.

Purpose

This Policy outlines the UWI's position on the appropriate use of social media by members of its community. It seeks to clarify how best to enhance and protect personal and professional reputations when participating in social media. It serves to facilitate and encourage the proper use of social media while sensitizing users about the risks of anti-social activity with a view to protecting UWI from liability that may be vicariously incurred when members of the community misuse UWI's Information and Communications Technology (ICT) systems.

1.1 Scope

This is a University-wide policy and shall apply to all UWI entities as defined in section 2 of this Policy and any individual who uses any of the UWI's ICT systems (including, but not restricted to, computing facilities), or who connects to any of the UWI's data networks at any UWI campus or facility regardless of its location.

This Policy applies to all students, whether part-time or full-time, who are registered in any UWI course or programme, or with any UWI entity/franchise, and to all UWI staff, whether permanent or temporary and including staff on sabbatical as well as visiting scholars to our University.

This Policy applies to all UWI Social Media Sites and to the activities permitted by these sites. It applies to sites and any activity that falls within the genus of social media, whether they are current or come into existence on or after the date of the approval of this Policy. Examples include weblog posts (blogging), event updates, news updates, chats, discussion boards/posts, photo/video sharing, music and radio broadcasts and gaming.

2. Definitions

Blog	A contraction of the term "weblog". This is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.
Competent University Authority	The Marketing & Communications Office or any other person/body performing the function of monitoring and regulating UWI Social Media Sites as designated by the Campus Principal or his nominee on the relevant campus.

Copyright	The set of exclusive rights granted to the author or creator of an original work, including the right to copy, distribute and adapt the work. These rights can be licensed, transferred and/or assigned.
Publish/publication	Any work in whatever form made available to the public at large.
Social media	The set of online tools that supports social interaction between users.
UWI data network	Any data network which UWI owns, rents, leases or manages, either directly or under a sub-contract.
UWI entity	Any Campus, School, Department, Institute, Unit, Centre, Section, Sub-Section, or other unit of teaching, research or administration of the UWI, including any project or programme in which any of them is involved. Bodies such as the Guild of Students, Student Associations, Alumni Association Chapters and entities owned by the UWI, for example, UWI Consulting Inc. are also UWI entities.
UWI ICT resources/systems	Any Information and Communications assets including but not limited to hardware, software, networking and communications equipment, services and facilities and data and information which are owned, leased or loaned by the UWI or its agents irrespective of where these items may be located.
UWI Marks	The UWI name, the UWI Coat of Arms and all other words, logos, signs or marks whether registered or not, that belong to or are associated with UWI.
UWI Social Media Sites	These are official social media outputs by UWI entities acknowledged as representing the University by virtue of recognition by the Competent University Authority.
UWI spaces	Any physical, virtual space or facility that is controlled by the UWI.

UWI staff member	A member of the academic, senior administrative, professional, and other non-academic staff, whether permanent or temporary and including staff on sabbatical as well as visiting scholars.
UWI student	A student whether part-time or full-time, registered in any UWI course or programme, or with any UWI entity/franchise.

3. Statement of Liability

The University of the West Indies (UWI) shall not be liable for any errors, omissions, loss or damage, including indirect and/or consequential loss and/or damage claimed or incurred due to any use of any social media site that does not comply with this Policy or the policies cited herein.

4. Policy Statements

This section explains the UWI's position on social media and its response to various issues which may arise in the event of inappropriate use of social media by members of the UWI community.

4.1 Use of the UWI Marks

(i) Use of UWI Marks without permission is illegal. Campus Marketing and Communications Offices are the agencies (acting on behalf of the University Registrar) from which persons or entities wishing to use UWI Marks should seek permission. The UWI's Brand Identity Guidelines is the official document which references the usage of the UWI Marks and all other pertinent brand matters.

(ii) UWI Marks shall only be used on social media sites designated as "UWI Social Media Sites".

4.2   Applicable Laws

Persons making postings shall respect the laws relating to copyright and other intellectual property rights, defamation, privacy, and other applicable laws.

4.3   Content

4.3.1 Compliance with other UWI policies

(i)   Information published on social media sites should conform to all applicable UWI policies, including but not limited to:

   a. Acceptable Use Policy, Information and Communication Technology

   b. Conflict of Interest Policy

   c. Electronic Mail and Messaging Services Policy

   d. Policy on Intellectual Property

   e. Policy on Release of Information about Students

   f. The Policy and Procedures on Sexual Harassment

   g. UWI Brand Identity Guidelines

   h. Web Policy

(ii)   Content posted by UWI members shall conform to The University's principles of confidentiality and information disclosure which are included in the relevant Codes and Principles of Ethics for both staff and students.

4.3.2 Considerations when discussing work-related activities on social media

(i)   As a general principle, content posted on any social media site should conform to the tenets of good taste. There shall be no posting of biased statements on matters such as politics, religion, race, gender, sexual orientation, *inter alia*; statements that contain obscenities or vulgarities. Statements posted should follow UWI's non-biased position and be respectful at all times.

(ii)   It should be noted that all UWI Social Media Sites represent UWI. Therefore, content providers must ensure that information placed on any UWI Social Media Site represents the values of UWI.

(iii) Content posted by UWI members shall not portray colleagues in an unfavourable light in respect of matters including, but not restricted to, religion, sexual preference, race, nationality or disability.

(iv) Members of the UWI community are reminded of their duties and obligations to maintain staff, student and third party confidentiality and shall not use social media sites to transmit or discuss confidential information. Content posted by UWI members shall conform to the UWI's principles on confidentiality and information disclosure.

4.3.3 Compliance Requirements

(i) This policy does not include matters related to the use of social media to support teaching and learning at UWI. A policy on Blended Learning, which specifically governs the use of online strategies and technologies to advance teaching and learning, is currently being drafted by UWI's Centres for Excellence in Teaching and Learning.

(ii) UWI entities, lecturers or other personnel interested in supporting their taught courses with social media should not initially seek to establish separate social media accounts, but should first determine whether existing facilities may be utilized and should contact the Centre for Excellence in Teaching and Learning on their relevant campus for guidance.

(iii) UWI entities, lecturers or other personnel already using social media for teaching and learning should have their sites reviewed/assessed by the Centre for Excellence in Teaching and Learning on their relevant campus to ensure compliance with institutional policies.

(iv) UWI entities, lecturers or other personnel already using social media for purposes other than teaching and learning should have their sites reviewed/assessed by the Competent University Authority on their relevant campus.

(v) Any UWI personnel desirous of using social media should consult the Competent University Authority on their relevant campus for appropriate guidance prior to use.

5. Penalties for Misuse

Where there is evidence of misuse of social media, the UWI may restrict or prohibit the use of its ICT resources and/or, where appropriate, request external entities to take action against offenders.

UWI members who breach this Policy may face disciplinary action up to and including termination of employment in the case of staff members; and suspension or expulsion in the case of students.

6. User Acceptance

All users of UWI's ICT resources are required to signify acceptance of UWI's ICT Policies upon login to UWI's ICT resources and data networks. UWI's Social Media Policy & Guidelines are included in the list of UWI's ICT Policies governed by the following User Acceptance Clause:

User Acceptance Clause
As of August 1, 2009 unless you have formally indicated your acceptance of UWI's Information and Communication Technology (ICT) policies you will not be able to login to your assigned computer or join UWI's domain using your personal computer. You can view the ICT polices at http://www.uwi.edu/projects/policies.aspx. Queries relating to the ICT policies should be directed to the Campus Registrar.

If you have not yet indicated your acceptance of the ICT policies, you can do so now by clicking the 'ok' button below.