



**STUDENTS'
UNION**
BOURNEMOUTH UNIVERSITY

STUDENT OPPORTUNITIES SOCIAL MEDIA GUIDANCE & ONLINE CONDUCT

YOU ARE WHAT YOU TWEET!

Social media is a great tool to use to promote your group, post about your events and to keep in the loop with your members and other societies too but it's important to remember that you need remain safe and legal at all times.

You are personally responsible for content that you post or share via your social media channels so it is essential that you respect the privacy and the feelings of others at all times. The content you post via social media is a permanent record which is shared instantaneously with a potential global audience - once you have posted something, it is difficult to take it back and can leave you defending legal action taken against you.

Any social media content posted should not:

- Contain discriminatory content, bullying or harassing of any individual e.g. making offensive or derogatory comments relating to sex, gender, race (including nationality), disability, sexual orientation, religion or belief or age;
- Contain images of any illegal or explicit content;
- Breach copyright laws by using content belonging to someone else without seeking permission;
- Bring SUBU or BU into disrepute or breach university confidentiality.

If you or someone you know are being bullied or harassed by someone through social media, don't assume there's nothing you can do about it. Firstly, action can be taken internally by SUBU. Speak to a member of Student Opportunities or Advice staff, located in the Student Centre or using the following emails addresses:

StudentOpportunitiesTeam@bournemouth.ac.uk

SUBUAdvice@bournemouth.ac.uk



USING YOUR SOCIAL MEDIA CHANNELS EFFECTIVELY

It's best to do one thing well rather than spreading yourself too thinly and being inconsistent so make sure you choose the right platform for your group. Twitter, Facebook and Instagram are some of the top channels to use.

- With Facebook, it's best to have a public-facing page rather than a group (closed groups work well for committee members). Facebook creates a space for discussion, giving updates on your activities and promoting events.
- Twitter is a fast-paced environment so it takes a little more effort to manage and keep it up to date. It is however useful to give a quick insight into your group, like score updates during a fixture, or bitesize info about your group and what you're planning.
- Instagram is perfect for giving a visual insight into your group and sharing achievements and memories.
- Remember to use your group's logo when promoting yourself and remain consistent with your brand and design materials.

Make sure you like/follow the SUBU social media accounts and @ us for retweets and shares.

   @SUBUBournemouth

For maximum exposure, tag external groups, such as BUCS for sporting competitions and NUS for campaigns. Also make use of trending hashtags, such as #ThrowbackThursday. You never know who might see your post.

SUBU WEBPAGE FOR YOUR CLUB

Every club and society has a page on the Students' Union website dedicated to you. This little page does a lot more for your society or committee than you may think!

New students will find you here first, lots before they have even started their first year so it's important to make the most of your page.

- Include some background to your club or society, including some images and some reasons to join your group- make it exciting!
- Local organisations will also look to these pages for sponsorship opportunities so you want it to represent your group in the best possible way!
- Populate your events calendar with all of your planned activities for the coming year to show potential, new and returning members what they can expect from you.
- Link up your social media channels to it's easy for students to find out more about you.
- Introduce your committee so members know who to get in touch with and who their leaders are.

DIGITAL CONFERENCING GUIDELINES

When holding virtual meetings or activities with your members, there are a lot of digital platforms to choose from; for example, Microsoft Teams, Zoom, Skype, Facebook Messenger, WhatsApp and Facebook or Instagram Live.

It is possible to maintain community spirit through running your activities online but again it's important to remain safe and legal when doing so, especially if you record and post your videos online afterwards.

Make sure you're aware of the guidelines and best practice for each platform. [Read Bournemouth University's Zoom guidelines here.](#)

