

# Acceptable Use and Social Media Policy for Students



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## 1. Introduction

- 1.1. Technology and the use of computers and computer systems are central to the delivery of teaching and support to all Arden University students and accordingly we have in place robust measures to ensure that all of our computer systems are used safely. This Policy applies to all students and covers access and use of Arden University's IT Systems. Use of our IT Systems include accessing, browsing, posting or uploading documents to our IT Systems or sending direct messages to other users.
- 1.2. As a student of Arden University, you are a representative of the University and the actions of all of our students and staff reflects on the reputation of Arden University. The use of social media resources is integral to our ways of working and supporting learning and group study, and we actively encourage your use of social media.
- 1.3. Accordingly, this Policy also deals with your use of social media as part of your studies and for personal purposes. For the purposes of this Policy we use the Social Media as defined below.
- 1.4. This Policy will allow us to protect Arden University and its reputation and goodwill from undue harm. It is also designed to protect Arden University from unintentional breaches of other University policies and relevant legislation and to minimise the risks of legal action by third parties arising out of the use of Social Media. The Policy applies regardless of whether the Social Media is accessed using our IT facilities and equipment or your own personal devices and IT equipment.
- 1.5. All users are responsible for the success of this Policy and you should therefore ensure that you take the time to read and understand it. Failure to comply with this Policy could result in disciplinary action in accordance with the Student Disciplinary Policy whether or not you have used Arden University's systems or your own devices.
- 1.6. This Policy should be read in conjunction with, amongst others, the following policies:
  - 1.6.1. Policy Document QA60 - Student Disciplinary Procedure;
  - 1.6.2. Policy Document QA48 - Student Complaints Procedure;

# Acceptable Use and Social Media Policy for Students



- 1.6.3. Policy Document - Anti-Bullying, Harassment and Sexual Misconduct Policy for Students;
  - 1.6.4. Policy Document QA61 - Student Code of Conduct;
  - 1.6.5. Data Protection Policy;
  - 1.6.6. Social Media Guide for Students; and
  - 1.6.7. Marketing Policy.
- 1.7. To support you, our IT department have produced a number of guides and support documents to ensure that you are able to make the best use of our IT Systems and Social Media.

## 2. Ownership

- 2.1. The IT Department in consultation with the People Team and the Legal Team shall be responsible for reviewing this Policy to ensure that it meets the legal requirements and reflects best practice.

## 3. Organisational scope

This Policy applies to all students currently studying at Arden University.

## 4. Policy Statement

An Acceptable Use Policy sets out your responsibilities, obligations and rights when using or accessing our IT Systems.

A Social Media Policy will help Arden University reduce the risk of inappropriate disclosure of personal and confidential data by ensuring that business use of social media is controlled and secured.

## 5. Definitions

**Authorised User** means your use of the Login that will be provided to you.

**IT Systems means** Arden University's computer systems, including hardware and devices, the network in Arden University premises, software and applications including iLearn, other linked systems such as: assessment submission portals (Turnitin), Unitu and Library systems.

**Login** means your user identification code and password.

**Message Systems** means the Email system and any other applications and platforms which allow you to publish your thoughts, opinions, comments and images including but not limited to, iLearn, Zoom, and LiveChat.

**Official Accounts** means any official Arden University Social Media accounts.

**Social Media** means the applications and platforms which allow you to publish your thoughts, opinions, comments and images to a public audience including but not limited to, WhatsApp, Facebook, Instagram, LinkedIn, Snapchat, Twitter, all other similar sites, applications and platforms, and any other Internet postings, including blogs.

# Acceptable Use and Social Media Policy for Students



**Website** means [www.arden.ac.uk](http://www.arden.ac.uk).

## 6. Identification Codes and Passwords

- 6.1. You will be provided with a Login as part of our security procedures. Your use of this Login will make you an Authorised User. You are responsible for all acts carried out while accessing the IT System through your Login. You must not share or disclose your Login to any other person.
- 6.2. If you know or suspect that anyone other than you knows your user identification code or password, you must promptly notify us at [help@arden.ac.uk](mailto:help@arden.ac.uk). We have the right to disable any user identification code or password, whether chosen by you or allocated by us, at any time, if in our reasonable opinion you have failed to comply with any of the provisions of this clause.

## 7. Use of IT Systems

- 7.1. Only an Authorised User may access and use the IT Systems and only in connection with your studies at Arden University.
- 7.2. You must not modify or attempt to modify any of the IT Systems without the prior written consent of the IT Department. For the avoidance of doubt, modifying shall include loading or attempting to load software on any Arden University hardware.
- 7.3. Any errors, faults losses or damage must be reported immediately to [help@arden.ac.uk](mailto:help@arden.ac.uk).
- 7.4. Each individual system should only be used in accordance with the specific instructions for that system. For help or support in using any of the systems, please contact [help@arden.ac.uk](mailto:help@arden.ac.uk) or visit our Website.
- 7.5. Please ensure that you log off when you have finished using the IT System or any part of it, or when you are away from your computer to prevent an unauthorised user from gaining access to our IT Systems.
- 7.6. Unauthorised access to the IT Systems or any part of it is a breach of this Policy and will be handled in accordance with the Student Disciplinary Policy.
- 7.7. We may update our IT Systems from time to time, and may change the content at any time.
- 7.8. We also do not guarantee that our IT Systems will be free from bugs and errors at all times and available at all times. Where reasonably practicable we will notify all users of any planned down time for repairs and updates to the IT Systems and will use reasonable endeavours to schedule such work at a time to cause the least disruption to the fewest people. We do, however, reserve the right to carry out any work on the IT Systems or part of them at any time.

## 8. Viruses and Malware

- 8.1. If you become aware of a virus, on the IT Systems, you must inform the IT Department as soon as possible and follow any instructions that they give you.
- 8.2. It is your responsibility to ensure that your own personal devices used to access the IT Systems, including but not limited to computers, tablets and smart phones, are reasonably protected from bugs and viruses through the use of appropriate firewall and anti-virus software. Due to the range of devices available we cannot recommend specific firewall or anti-virus software to use.

# Acceptable Use and Social Media Policy for Students



## 9. Content Standards

- 9.1. Whenever you make use of a feature that allows you to upload content to our IT Systems, or to make contact with other users of our IT Systems:
  - 9.1.1. You must comply with the content standards set out in clause 10.6; and
  - 9.1.2. You warrant that any such contribution does comply with those standards, and you will be liable to us and indemnify us for any breach of that warranty. This means you will be responsible for any loss or damage we suffer as a result of your breach of warranty.
- 9.2. Information uploaded to IT Systems shall be non-confidential. Any content you upload to all-user facing elements of our IT Systems will be considered non-confidential and non-proprietary, and we have the right to use, copy, distribute and disclose to third parties any such content for any purpose.
- 9.3. Disclosure of information. We have the right to disclose your identity to any third party who is claiming that any content posted or uploaded by you to our IT Systems constitutes a violation of their intellectual property rights, or of their right to privacy.
- 9.4. We are not liable for your acts or omissions. We will not be responsible, or liable to any third party, for the content or accuracy of any content posted by you or any other user of our IT Systems.
- 9.5. We have the right to remove or edit any of your content on our IT Systems. We have the right to remove or edit any posting you make on our IT Systems if, in our opinion, your post does not comply with the content standards set out in clause 10.6.
- 9.6. These content standards apply to any and all material which you contribute to our IT Systems (contributions), and to any interactive services associated with it. You must comply with the following standards which apply to each part of any contribution as well as to it as a whole. Contributions must not:
  - 9.6.1. Contain any material which is defamatory of any person;
  - 9.6.2. Contain any material which is obscene, offensive, hateful or inflammatory;
  - 9.6.3. Promote sexually explicit material;
  - 9.6.4. Promote violence;
  - 9.6.5. Promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;
  - 9.6.6. Infringe any copyright, database right or trade mark of any other person;
  - 9.6.7. Be likely to deceive any person;
  - 9.6.8. Be made in breach of any legal duty owed to a third party, such as a contractual duty to a duty of confidence;
  - 9.6.9. Promote any illegal activity;

# Acceptable Use and Social Media Policy for Students



- 9.6.10. Be threatening, abusive or invade another's privacy, or cause annoyance, inconvenience or needless anxiety;
- 9.6.11. Be likely to harass, upset, embarrass, alarm or annoy any other person;
- 9.6.12. Be used to impersonate any person, or to misrepresent your identity or affiliation with any person;
- 9.6.13. Give the impression that they emanate from us, if this is not the case;
- 9.6.14. Advocate, promote or assist any unlawful act such as (by way of example only) copyright infringement or computer misuse; or
- 9.6.15. Promote or encourage extremist or terrorist views, as defined in the Prevent Duty.

## 10. Use of the Message Systems

- 10.1. The Message Systems are available for communication and matters directly concerned with your studies at Arden University. You should use the Message Systems in accordance with the following principles:
  - 10.1.1. Messages and copies should only be sent to those for whom they are particularly relevant. You should be careful not to copy emails automatically to all those originally copied in to the original message;
  - 10.1.2. Hasty and/or abusive email messages should not be sent as this may cause upset, concern and/or misunderstanding;
  - 10.1.3. Please take steps to preserve the confidentiality of email messages. If you receive any email message that is not intended for you, you should return such message to the sender;
  - 10.1.4. Your email address can receive emails from anyone connected to the Internet. Anyone found with offensive, pornographic or any material related to radicalisation or terrorism on their computer will be subject to investigation in accordance with the Student Disciplinary Policy;
  - 10.1.5. Arden University will not tolerate the use of the Message Systems for unofficial or inappropriate purposes, including, but not limited to, messages which could constitute bullying, harassment or other detriment; on-line gambling; and/or personal use (e.g. social invitations, personal messages, jokes, cartoons, chain letters or other private matters). Abuse of this policy may lead to action in accordance with the Student Disciplinary Policy;
  - 10.1.6. You should not knowingly attach to emails, any files which may contain a virus, malware or spyware.
- 10.2. Arden University reserves the right to monitor and access any or all areas of any IT Systems (including email and chat boxes) from time to time for legitimate business reasons (including ensuring compliance with its Policies) and training purposes. You should not therefore assume that any information held on University computers and/or accessed through University computers is private and confidential to you.

# Acceptable Use and Social Media Policy for Students



- 10.3. If you receive an email from an unknown source, or “junk” email you should delete this from your system immediately without opening it as it may contain a virus.
- 10.4. Emails may contain file attachments. These should not be opened unless they are received from a trusted source, i.e. from known University staff or representatives. If in doubt, forward the email to [help@arden.ac.uk](mailto:help@arden.ac.uk) for verification.
- 10.5. Unwanted emails should be deleted regularly to prevent our servers from filling up. Please note that deleted emails are stored on the system for some time and can be accessed as part of any investigation.
- 10.6. The University monitors all emails passing through our system for viruses. You should exercise particular caution when opening unsolicited emails from unknown sources or an email which appears suspicious (for example, if it contains a file whose name ends in .exe). Inform the [help@arden.ac.uk](mailto:help@arden.ac.uk) immediately if you suspect your computer may have a virus. We reserve the right to delete or block access to emails or attachments in the interests of security. We also reserve the right not to transmit any email message.

## 11. Internet Access

- 11.1. Anyone believed to have been visiting unauthorised sites relating to pornographic, radicalisation, terrorism material or other non-study related material will be subject to disciplinary action. Offences of this nature may be referred to the Police if deemed necessary.
- 11.2. Arden University reserves the right to remove your Internet access privileges. Should this decision be taken, Arden University will advise you of the reasons for this action.
- 11.3. Please note that the main servers maintain a record of Internet access by user and these will be monitored as necessary and results regularly forwarded to relevant University personnel and the Police, if appropriate.

## 12. Use of Social Media

- 12.1. Social Media should never be used in a way that breaches any of Arden University’s other Policies. If your actions would breach any University Policy in another forum, they will also breach them when carried out in an online forum or via Social Media.
- 12.2. You are personally responsible for what you communicate in Social Media and any posts may be accessible for a long time. Please remember deleting a post does not mean that the post has not been seen or recorded in some format.
- 12.3. You should make it clear that any posts are your own personal opinion or interpretation and do not reflect the views of Arden University. You must not hold yourself out as being an authorised representative of Arden University without prior approval in writing from the Vice Chancellor or the Pro-Vice Chancellor (Academic).
- 12.4. If you have been granted access to any official Arden University Social Media accounts, in relation to a specific role or course, the content of such Official Accounts must reflect the views of Arden University.

# Acceptable Use and Social Media Policy for Students



- 12.5. For the avoidance of doubt, you should not use Social Media for any of the following non-exhaustive, purposes:
  - 12.5.1. Breach any other Arden University policy;
  - 12.5.2. Defame or disparage or damage the reputation of Arden University or its affiliates, staff, students, customers, clients, business partners, suppliers, vendors or other stakeholders;
  - 12.5.3. Harass or Bully University staff or other students in any way;
  - 12.5.4. Breach any laws or ethical standards;
  - 12.5.5. Breach any intellectual property rights;
  - 12.5.6. Breach any duty of confidentiality; or
  - 12.5.7. Breach any of the terms of use of the Social Media platform.
- 12.6. Please report any breaches of this policy to Director of Student Experience.
- 12.7. Should you breach any of the above Policies you will be subject to Disciplinary Action.

## 13. Students Under the Age of 18

- 13.1. The University may occasionally admit students who are under the age of 18 at the start of their course. Special considerations apply, in addition to those above:
  - 13.1.1. The parent or guardian of any Arden University student under the age 18 is deemed to be responsible for the student's compliance with all Arden University policies and regulations;
  - 13.1.2. To ensure that all students have equal access to the teaching and support offered by Arden University, students who are under 18 will be granted access to the same IT Systems as other students. Although our systems have measures in place to restrict access to harmful content, we cannot guarantee that they will not accidentally access websites that are pornographic or otherwise offensive or disturbing through our network;
  - 13.1.3. In certain circumstances those under the age of 18 are not considered, in the eyes of the law, to be competent to enter into a legal contract. Accordingly, parents/guardians must ensure that their child/ward does not use IT Systems to attempt to do so.
  - 13.1.4. Individuals under 18 cannot lawfully purchase alcohol, and must not do so by using Arden University's IT Systems.

## 14. General

This Policy does not form part of any student contract and may be amended from time to time.

## 15. Monitoring, Breaches and Review of This Policy

- 15.1. In accordance with the law, Arden University reserves the right to intercept and monitor the IT Systems, all forms of electronic communications on its systems, including (without limitation), email messages

# Acceptable Use and Social Media Policy for Students



and Social Media. This may be to monitor criminal or unauthorised use, viruses, threats to the computer system, or to ensure the effectiveness of its operations and compliance with Arden University's Policies and Procedures. Monitoring may be of either the content and/or the extent of use, and be on a random basis or when Arden University has cause for concern.

- 15.2. Although Arden University respects your personal privacy, electronic communication tools are provided primarily for study purposes. If you have concerns about privacy you should not use Arden University's IT Systems and resources for personal use.
- 15.3. This policy will be reviewed on at least an annual basis by members of the IT Department, the People Team and the Legal Team to ensure that it continues to be fit for purpose.