Social media policy for employees

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to freedom of speech includes staff being able to query the positions and views of others and to put forward new and possibly radical ideas within the boundaries of the law. Staff are expected to use a common-sense approach to social media and their entitlement to freedom of thought, opinion, conscience and religion. This includes ensuring that while exercising their freedom of expression their actions comply with LSHTM policies and relevant laws

2.5. This policy is in place to support staff to minimise exposure to reputational risks to them individually or to LSHTM as an institution, by providing guidance to ensure social media engagement is safe and responsible, so that staff can enjoy the positive benefits it brings.

2.6. All LSHTM staff are required to adhere to the expectations set out in this policy, and other policies relating to staff conduct.

3. USING SOCIAL MEDIA

3.1. LSHTM has a number of official social media accounts. These are accounts which use LSHTM's name, or the names of its faculties, MRC Units, departments, research Centres, groups or projects, or affiliated networks.

3.2. 'Centrally managed' official accounts are those managed by the Communications & Engagement team and 'locally managed' accounts refer to those managed by staff elsewhere in the organisation.

3.3. In order to ensure we are using social media most effectively as an organisation, any staff member wishing to establish an official social media account that expresses the views of part of the organisation (as noted in 3.1) must first seek approval from the Communications & Engagement team via comms@lshtm.ac.uk (see section 4 for more information).

3.4. When engaging through an official LSHTM account, staff are acting as a voice for the organisation and so are expected to act in LSHTM's best interests.

3.5. LSHTM respects privacy and understands that staff may use social media in their private lives. Personal social media use which is not associated with or impacting on LSHTM is largely outside the scope of this policy, however LSHTM encourages all staff to a

or to pursue personal agendas.

4. ROLES AND RESPONSIBILITIES

The Communications & Engagement team is responsible for:

4.1. Maintaining a directory of official LSHTM central and locally managed social media accounts (as per 3.1). This directory is populated via search results from LSHTM's social media monitoring tool as well as manually including new accounts as they are approved (see 4.2). The Social Media Coordinator will additionally maintain a log of administrator and access details to ensure access does not become lost if/when staff responsible for the accounts change – this will be checked annually.

4.2. Approving the creation of all new official LSHTM social media accounts (the team also has the authority to refuse creation if not deemed to be appropriate, for example if there is lack of resource to appropriately locally manage the account, or potential reputational risk).

4.3. Overseeing an annual audit of all official LSHTM locally managed accounts, to determine if an account should continue or be closed (for example, if inactive or causing reputational damage).

4.4. Delivering strategic and branding guidance on social media.

4.5. Reviewing and updating best practice social media guidelines and providing training as required.

4.6. Paid promotion of corporate social media content.

4.7. Advising on reputation management.

4.8. Investigating reported incidents involving damaging social media communications from an official LSHTM account and advising on response, or responding directly, where necessary.

4.9. Removing material posted that may impact LSHTM's reputation, that is damaging to an individual or in breach of policies relating to staff conduct.

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supports the strategic aims and objectives of the department/Unit/Centre, group, project, network or School.

4.15. Ensure they have a sign-off process agreed within their team for posting content.

4.16. Regularly monitor, update and manage content posted via their account.

4.17. Conduct an annual audit of the account in line with guidance from Communications & Engagement.

4.18. Ensure account passwords are of adequate strength and are kept securely and be aware of process for logging all users out of relevant social media accounts in case of a security breach.

4.19. Ensure they have the required security settings enabled on any devices they are using to access work social media accounts (eg mobile phones, laptops).

4.20. Inform the Communications & Engagement team if the member of staff responsible for an official LSHTM account changes (password should be changed if responsible staff member leaves LSHTM, and new password shared with Communications & Engagement team).

4.21. Ensure that there is at least one other staff member who can edit, post and delete content in their absence.

4.22. Immediately seek advice from the Communications & Engagement team if content has the potential to be viewed as damaging to LSHTM's reputation, or that of its staff or students.

4.23. Report any incidents in line with the 'Incidents and response' section of this policy (section 6)

5. INFORMATION SECURITY, DATA PROTECTION AN

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6.2. If staff running official accounts become aware of any issues on social media which could