



1.1 Saint Louis University Madrid Campus (SLU-Madrid) recognizes and embraces the benefits and opportunities that social media can bring as a tool. It can be used to share news, information and successes. There is, however, an inherent risk involved in using social media, in that it is an instantaneous and far-reaching form of communication; inappropriate use can impact upon students, faculty and staff as well as upon the reputation of SLU-Madrid.

1.2 This policy provides information for students about the appropriate use of social media when connected to their status as a student of SLU-Madrid, or when directly or indirectly referencing SLU-Madrid and Saint Louis University as a whole.

2.1 For the purpose of this policy, social media is defined as any online interactive tool that encourages participation, interaction and exchanges. New forms of social media appear on a regular basis and currently include Facebook, Instagram, YouTube, LinkedIn, Snapchat, Rafr, Twitter, etc. as well as blogs, discussion forums, instant messaging (WhatsApp, Telegram, etc.) and any website which allows public commenting or posting.

2.2 This policy applies to the entire SLU-Madrid community (students, faculty and staff) and to any personal communications within a social media platform which directly or indirectly refers to SLU-Madrid.

2.3 This policy applies to social media communications made at any time, whether privately or publicly, and from anywhere, including away from campus and on personal devices, whether to an individual, to a limited group or to the world.

2.4 SLU-Madrid acknowledges that students, faculty and staff may use social media in their private lives and for personal communications. Personal communications are those made on, or from, a private social media account, such as a personal page on Facebook, Instagram, or a personal blog. In all cases where a private social media account is used that identifies SLU-Madrid, the identity of the account holder and their relationship to SLU-Madrid must be made clear to avoid the impression that views expressed on or through that social media account are made on behalf of SLU-Madrid.

3.1 Nothing in this policy is intended to have the effect of limiting freedom of speech, subject to that freedom being exercised within the law.

personal information about another individual, including contact information, without their express permission;
comments posted using fake accounts or using another person's name without their consent;
material, including images, that is threatening, harassing, discriminatory, illegal, obscene, indecent, defamatory, or hostile towards any individual or entity;
any other posting that constitutes a criminal offence;
anything which may defame SLU-Madrid or compromise the safety or reputation of colleagues, former colleagues, students, staff and those connected with SLU-Madrid.

6.6 SLU-Madrid has well-established ways for students, faculty and staff

9.1 SLU-U name, identity and logo may only be used by SLU-Madrid and in accordance with the SLU brand guidelines.

10.1 All students, faculty and staff are responsible for:

- ensuring that any use of social media is carried out in line with this and other relevant policies;
- informing the relevant staff member(s) when an institutional account is to be used;
- seeking relevant authorization for official posts prior to publication on any SLU-Madrid social media account;
- regularly monitoring, updating and managing content they have posted;
- adding an appropriate disclaimer to personal accounts when the institution is named (see section 2.4 above); and
- reporting any incidents or concerns in line with section 13 below

11.1 SLU-Madrid reserves the right to monitor, intercept and review within the law, without further notice, student activities using its IT resources and communications systems, including but not limited to social media postings, to ensure that its rules are being complied with and such activities are for legitimate purposes.

12.1 No personal information, including photographs and videos, should be shared on social media without the consent of the individual to whom it relates. Students, faculty and staff should, therefore, never post personal information of others without their consent.

13.1 Where a violation of this policy is reported, SLU-Madrid will review the circumstances and decide on the most appropriate and proportionate course of action, which may include referring the matter to be dealt with under a different procedure including, but not limited to Academic Integrity, Sexual Misconduct and Prohibited Conduct, etc.).

13.2 Where students are in receipt of any content considered to be in violation of this policy, this should be reported to the Director of Student Life. Faculty and Staff should report these violations to the Director of Human Resources.

