



Student Social Media Policy

Student-friendly, validator-aligned policy for Roehampton- and Bradford-validated provision

Academic year 2026/27

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Applies to	Students on taught provision validated by the University of Roehampton or University of Bradford
Operational lead	Director of Teaching and Learning

1. Statement of Policy

- 1.1. Social media can be a powerful tool to connect with the wider world. For students it can offer opportunities to grow depth of learning and engage in unique opportunities, as well as develop employability opportunities. This policy is designed to support students to use social media effectively, safely, and responsibly whilst avoiding compromising their own personal safety, or UHE (UK)'s security and reputation.
- 1.2. The scope of this policy covers individual students registered with UHE (UK), as well as student groups and societies and individual student campaigning groups. For social media activities that use any authorised UHE (UK) social media accounts, staff should contact the Campus Director in the first instance, who will seek guidance from the UHE (UK) Marketing team (within Oxford International Education Group).
- 1.3. This policy aims to:
 - encourage the responsible use of social media by UHE (UK) students
 - encourage use for positive purposes, in an inclusive and collaborative manner
 - raise awareness of relevant UK legislation and regulations, and relevant UHE (UK) policies
 - outline the responsibilities for individuals or student groups using social media for UHE (UK) purposes
 - highlight the potential risks of using social media for personal use
 - provide clear guidelines on how breaches of this policy will be addressed to protect the reputation of UHE (UK), its students, staff and partner organisations.
- 1.4. It is important that all students familiarise themselves with this policy upon commencement of study at UHE (UK).

2. Social Media

- 2.1. Social media describes online communities and networks that provide a base for interactions and the exchange of user-generated content. They allow people to share information, opinions, knowledge and interests.
- 2.2. Examples of popular social media sites include but are not limited to:
 - LinkedIn
 - X (formerly known as Twitter)
 - Facebook
 - Instagram
 - Threads
 - TikTok
 - Snapchat
 - YouTube

- Whatsapp
- WeChat

This policy covers all social media channels and is not limited to those set out above. It also covers new/emerging channels that might develop.

3. Guidelines:

3.1. Students and student groups should adhere to the following points of good practice when using social media.

- Be aware that third parties, including the media, employers and the Police can access profiles and view personal information including pictures, videos, comments and posts. Inappropriate material found by third parties affects the perception of you as an individual, plus the perception of UHE (UK), and can have a negative impact on your future prospects.
- Consider the impact of what you post: things you post on social media have a long life-span and they may be shared on channels that you do not have control of. Consider private profiles, and ensure you review your security settings regularly.
- Respect your privacy and that of others: do not include personal information about yourself, or others, including students and UHE (UK) staff.
- Be familiar with professional practice and confidentiality rules: make yourself aware of the rules that may apply to your area of study at UHE (UK). For example, students studying health and teaching qualifications must retain professionalism and respect confidentiality agreements at all times.
- Before publishing anything that does not belong to you (such as photos, graphics, video, graphics, text), ensure that you have sought the permission of the owner. Infringement could lead to legal action.
- Do not use the UHE (UK) logo or associated logos on any social media unless expressly permitted to do so. You can request permission from the College Manager who will seek guidance from the Marketing Team.
- Do not represent yourself through your social media account, or through any public platform including the media, as talking on behalf of UHE (UK) unless you have been given written permission to do so and it has gone through an appropriate approval process.
- When representing UHE (UK) or posting from any UHE (UK) affiliated accounts, you must adhere to the brand guidelines. These can be obtained from the Campus Manager at UHE (UK) who will seek guidance from the Marketing Team if required.

- Platforms such as WhatsApp are also social media, so please behave safely and responsibly when messaging.

Policy-related guidance

- Note that as a student you have agreed to the UHE (UK) Code of Conduct and this also applies on social media channels.
 - The UHE (UK) Student Conduct and Disciplinary Policy and Procedure and [Oxford International Education Group \(OIEG\) Harassment and Sexual Misconduct](#) policies also apply to social media activity and any online bullying and harassment will be dealt with through these procedures.
 - Examples of bullying and harassment as set out in this policy include spreading malicious rumours or insulting someone, ridiculing or demeaning someone, unfair treatment or posting images of an individual without their consent (either real or AI generated).
 - The Policy states that harassment and discrimination on the grounds of a protected characteristic (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and victimisation are unlawful under the Equality Act 2010.
 - An offensive/negative comment on social media not only affects the image and reputation of both the individuals involved and UHE (UK) but also can have a negative impact on the student community, in full or in part. Students should carefully consider the impact of what is posted and its potential impact on individuals and groups.
 - UHE (UK) will remove posts and comments on our own posts which constitute bullying and harassment, defamation or hate speech (defined as abusive or threatening speech or writing that expresses prejudice against a particular group, especially on the basis of race, religion, or sexual orientation). UHE (UK) may also request the removal of posts and comments from personal accounts under one of our conduct procedures with resultant sanctions for non-compliance.
- 3.2. Students or groups of students using an official UHE (UK) Social Media/Online presence have additional responsibilities which they should be aware of (as set out below). This can include any student setting up social media for their society, placement students working for UHE (UK) or student ambassadors representing the campus.

- 3.3. If students need to establish an official UHE (UK) social media presence, they should contact the UHE (UK) Campus Manager in the first instance, so that guidance and training can be arranged with the Marketing Team. This will ensure the channel is used and monitored appropriately, and that it adheres to branding, naming and visual identity guidelines.

4. Breaching this policy

- 4.1. UHE (UK) has a strict no bullying policy which also covers any form of online bullying such as hate speech and harassment. This policy is in place to keep all of our students safe. Allegations of bullying and harassment, including on social media, will be dealt with as set out in this policy.
- 4.2. Where breaches of the bullying policy occur and they are deemed to potentially constitute misconduct or bullying and harassment, such instances would be considered within the frameworks of the Student Conduct and Disciplinary Procedure and the [OIEG Harassment and Sexual Misconduct](#) procedure.
- 4.3. Under English Law, unapproved downloading and sharing of Copyright Material is theft and as such is an Illegal Act under the Copyright, Designs and Patents Act 1988. [Find out more here.](#)

5. How to report any concerns

- 5.1. If you see or experience behaviour on social media channels that:

- uses violent, indecent, aggressive, threatening or offensive behaviour or language
- incites hatred
- contains obscene or offensive language and/or imagery
- bullying or intimidating and/or harassing behaviour towards others

or that you think might be in breach of these guidelines, and the policies set out above, you can contact the Student Support Team reception@UHE.ac.uk to file a report.

- 5.2. It should be noted that students should not use social media channels as an alternative route to make official complaints. These should be made through the Student Complaints Procedure, the [OIEG Harassment and Sexual Misconduct](#) procedure or by making a report to the Student Support Team.

