



Posts can be dragged up years after publication, even after you think you have deleted them.

- 3.4 Ensure your tone is right and strike the right balance between informality and formality. Do not say anything online that you would not say in public.
- 3.5 Social media is not anonymous. As with everything on the internet, data can be retrieved and traced back to the original author. You should therefore be very careful in relation to any communication made on a social media, as you will be personally responsible for your communications.
- 3.6 information that could damage their reputation and as a consequence, the reputation of the University and the value of your degree.
- 3.7 Be aware that postings on social media may also reflect the University and students should be particularly careful not to damage its reputation and as a consequence, the value of your degree.
- 3.8 You should not express any view or opinion on behalf of the University, unless expressly authorised to do so by the Communications Team at the Directorate for Institutional Advancement.
- 3.9 The following are examples of content that is considered to be of an unacceptable nature and should never be posted



- 5.2 If a student wishes to report an incident which has occurred on social media relating to staff, students or the University, they should refer to the