

CUB Social Media Policy

Cambridge University Bowmen (CUB) conforms to the University of Cambridge Social Media Policy (https://www.cam.ac.uk/system/files/social_media_guidelines_version_1.4.pdf).

Social media is defined broadly as any online interactive communication tool which encourages participation and exchanges. Examples include: Twitter, Facebook, YouTube, Instagram and LinkedIn.

Members of CUB should be aware that their actions on social media, particularly where such action is taken through an institutional account, will reflect on and be attributed to the club and to the University. As such, care must be taken, and this policy observed.

CUB members should:

- Identify and credit all copyrighted or borrowed material
- Review posts and resolve concerns about posts prior to posting. If a post is found to be abusive then it should be deleted and the author banned.
- Use a disclaimer when expressing personal views
- Use an appropriate and professional tone
- Ensure that they have permission to use content before posting it.

CUB members should refrain from:

- Publishing negative comments about other clubs, players, referees
- Publishing negative comments about controversial or inflammatory subjects
- Making any negative or demeaning comments about protected statuses identified in the Equality Act 2010
- Acting through social media in a manner that will bring the University into disrepute.
- Using social media to air internal grievances.
- Linking to, embedding or adding potentially inappropriate or offensive content.
- Publishing confidential or commercially sensitive information

If unsure, seek out another club member's advice, and be aware of these key guidelines:

- Be respectful to others
- Respect copyrights and fair use
- Be aware of confidentiality and data protection

It is the responsibility of every club member to ensure that this policy is observed, and to challenge and report instances where it is not.