

Social Media Policy

London Academy for Applied Technology (LAAT)

Document title	Social Media Policy
Status	Final – social media accounts confirmed; pending governance sign-off
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Policy owner	[Head of Marketing / Communications – confirm]
Approving body	[Senior Management Team / Operations & Infrastructure Committee – confirm]
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Related policies	IT Equipment & Acceptable Use; Data Protection/GDPR; Safeguarding; Prevent; Anti-discrimination, Anti-racism & Anti-semitism; Student Code of Conduct; Staff Disciplinary; Freedom of Speech Code of Practice; Whistleblowing

1. Purpose

This policy sets out how London Academy for Applied Technology (“LAAT”) manages its official social media presence and the standards expected of staff, students, governors and contractors when using social media in a way that relates to LAAT. It protects LAAT’s reputation, safeguards its community, and ensures use of social media is lawful, professional and consistent with LAAT’s values.

2. Scope

This policy applies to:

- all official LAAT social media accounts and any account created in LAAT’s name;
- staff, governors, contractors and agents using social media in an official capacity or in a way that identifies them with LAAT; and
- students where their use of social media affects other members of the LAAT community or LAAT’s reputation (read with the Student Code of Conduct).

It covers all platforms, including but not limited to Facebook, Instagram, LinkedIn, X (Twitter), YouTube, TikTok, WhatsApp and any messaging or community platform used for LAAT business.

3. Definitions

- Official account – a social media account set up and authorised to represent LAAT.
- Personal use – use of a personal account that may nonetheless identify the user with LAAT.
- Content – any post, comment, image, video, link, message or reaction.

4. Principles

- Social media is used lawfully and in line with platform terms, UK GDPR and LAAT policies.
- Content is accurate, professional, respectful and inclusive.
- Personal data and confidential information are never shared without authority and consent.

- Safeguarding and the welfare of students (including those under 18) take priority at all times.
- Freedom of expression and academic freedom are respected within the law.

5. Official LAAT accounts and governance

Only authorised staff may create, manage or post from official LAAT accounts. A central register of official accounts, account owners and administrators is maintained by [Marketing/Communications – confirm]. New official accounts must be approved before launch, and account credentials are stored securely and changed when staff leave.

LAAT's authorised official accounts, to be used consistently across all LAAT channels and corrected on the website, are:

- Facebook: <https://www.facebook.com/profile.php?id=100076884966057>
- LinkedIn: <https://www.linkedin.com/company/london-academy-for-applied-technology>
- Instagram: https://www.instagram.com/laat_london

Any account not listed above is not authorised to represent LAAT and must be reported to [Marketing/Communications or Help@laat.ac.uk]

6. Expected behaviour

When using social media in a way connected to LAAT, all users must:

- be respectful and avoid content that is discriminatory, harassing, bullying, defamatory, obscene or threatening;
- respect confidentiality and not disclose personal data of students, staff or applicants;
- obtain consent before posting identifiable images of individuals, especially minors;
- respect copyright and intellectual property;
- be clear, where relevant, that personal views are their own and not LAAT's; and
- comply with the Prevent duty and report content that may indicate radicalisation or a safeguarding concern.

7. Prohibited conduct

- Posting harassing, discriminatory, hateful or extremist content (read with the Anti-discrimination, Anti-racism & Antisemitism Policy).
- Sharing confidential, commercially sensitive or personal data without authority.
- Impersonating LAAT or any individual or creating unauthorised accounts in LAAT's name.
- Using social media to bully, intimidate or groom any member of the community.
- Posting content that brings LAAT into disrepute.

8. Safeguarding and personal data

Any safeguarding concern arising from social media must be reported immediately to the Designated Safeguarding Lead in line with the Safeguarding Policy. Personal data shared on social media is processed in line with the Data Protection Policy and Privacy Notice. Staff must not contact students through personal social media accounts.

9. Responding to comments and complaints

Official accounts are monitored during [working hours – confirm]. Negative comments are handled professionally and not deleted solely because they are critical, except where they

breach platform rules or this policy. Complaints raised via social media are directed to the formal Student Complaints Policy or relevant procedure.

10. Breaches

Breaches of this policy by staff may be dealt with under the Staff Disciplinary procedure, and by students under the Student Code of Conduct and Student Disciplinary Policy. Serious breaches (for example, those involving safeguarding, data protection or unlawful content) may be referred to the relevant authority.

11. Monitoring and review

This policy is owned by [Marketing/Communications – confirm] and reviewed at least every two years, or sooner if platforms, legislation or LAAT's structure change.