

Social Media usage

How and why we use social media

- Anglia Ruskin uses Social Media to engage with current and prospective communities with varied interests related to the work of our university.
- Social Media is defined as any online or digital interactive communication tool or channel which encourages participation and exchange, the digital landscape is changing rapidly and information is becoming increasingly more public, permanent and open to comment.
- The use of Facebook, Twitter, Instagram, YouTube and LinkedIn are core to our marketing and recruitment activities and integral to good PR, external relations and our interaction with students.
- We're keen to share and encourage appropriate collaboration online, publish research and news, collect feedback and gauge student experiences as well as enhance our reputation and inform decisions with our students and industry partners.
- We encourage the use of Social Media for officially authorised communications and produce guidance for the set up and use of channels by courses, departments and other groups.
- Our approach is to support staff and representatives of our University to engage with their audience and to provide a framework for best practice.
- We respect professional and personal integrity; when you post content which represents our university you do so in the full knowledge of how it may be read and reissued.
- Private communication where you reference our university must be posted with a statement which clearly states that views expressed are your own and not that of ARU.
- Digital communications between staff and/or students must follow our [Regulations for the use of IT resources, systems and services](#).

General guidance

- Know **why** you are using Social Media and plan how you're going to continue to post **clear** and **consistent messages** and **share good news**.
- Think carefully about who will be the main **administrator(s)** and how many **moderators** you will need as social media demands constant checking.
- **Consider your audience** and review this regularly with analytics and insights to check your content is well received.
- **Keep it going** - commit the necessary time and passion and don't leave gaps in your involvement as you will lose your following.
- Be **authentic** and **conversational**, use real examples on every post and use images to enhance engagement.
- **Be inclusive, respect diversity** and **echo our values** in all your content and be principled in the types of content you post so as not to self-promote.

Need more advice?

Contact socialmedia@anglia.ac.uk

Security and protection

- Get copyright clearance for the use of images, videos, texts or photos.
- Make sure personal information and contact details are not shared and use a professional persona at all times.
- Be certain to maintain the e-safety of students and colleagues, all administrators are reminded to refresh themselves with our [IT Acceptable Use policy](#).
- Keep passwords safe, don't share them and be sure to update privacy settings and security software regularly.



Social Media responses

If you receive a message or response on a Social Media network or come across a comment on an external website, before responding, follow this recommended workflow:

