**Social Media**

* Sports clubs may contribute to the University’s social media activities, through Twitter, Facebook and other social media. Accounts have to be clearly designated as belonging to and representing SHU however e.g. Sheffield Hallam University Women's Hockey club.
* Sports club members must be aware at all times that, whilst contributing to Sport clubs social media activities, they are ultimately representing the University.
* Appropriate use of club accounts is required along with appropriate use of personal accounts when representing the University or discussing Team Hallam related topics.
* Individuals' should use the same safeguards as they would with any other form of communication in the public sphere.
* Ensure that the communication has a purpose and a benefit for the Sport Club and the University
* Obtain advice from a Team Hallam member of staff before embarking on a public campaign using social media
* Consult a club committee member or Team Hallam staff member to check the content before it is published.

Communications to avoid include;

* Inappropriate criticism or argument with fellow students or competitors
* Defamatory comments about individuals, other Universities, groups or posting images and / or links that are inappropriate
* Breaching confidentiality by revealing private information owned by the Club or University, or about an individual
* Breaching copyright by using images or content without permission or failing to give acknowledgement.
* Communicate anything that could be considered discriminatory, bullying or harassment toward any individual by making offensive or derogatory comments relating to sex, race, religion or other belief

Further details can be found in the University's guidelines for the use of social media

<https://portal.shu.ac.uk/departments/HRD/polproc/Pages/socialmedia.aspx>