

Tilburg University Social Media Guidelines

Considerations

This document contains guidelines regarding the use of social media¹ by Tilburg University employees². The rapid growth of social media in combination with the ease of use and the potential reach of messages make social media attractive communication channels. Tilburg University encourages the use of these channels. However, these applications can also have consequences that are deemed less desirable. The employee, at all times, holds the responsibility for his or her comments made on social media. To avoid possible negative consequences, these guidelines have been drawn up.

Link to other Codes and Guidelines

The Code of Conduct is the general framework and contains the four core values Tilburg University stands for, i.e., integrity, respect, expertise, and involvement. They guide the behavior of staff and students at Tilburg University. Specific rules of conduct are laid down in separate regulations, which can be found on the internet and intranet under conduct and integrity. The rules of conduct have to be observed both online and offline. Regulations that are applicable to social media can also be found in the Civil Code and the Collective Labour Agreement for Dutch Universities (CAO) and other legislation, like, for example, being a good employee, confidentiality as laid down in the Collective Labour Agreement, and intellectual property and privacy legislation. The social media guidelines are supplementary to the other codes and guidelines and specifically focus on behavior and messages on social media.

General Guidelines

Communicating with your community about university news items, events, or the promotion of education, impact creation, and research via social media is an

¹ *Social media* includes all the internet and intranet applications with which it is possible to share information in the broadest sense of the word, but excluding the use of e-mail.

² By *employee* is meant, every person who is employed by or performs work for Tilburg University. Also others who perform work activities, like interns, temporary workers, and seconded employees, are expected to abide by the guidelines. For self-employed persons performing work activities, the guidelines can be agreed upon.

excellent, effective way of sharing and receiving information. Employees are encouraged to share the information that is available for the public (press releases, articles in newsletters, et cetera) with their networks and relations. The best way to share university news is to refer to the source.

If you share information, particularly if it has not been published yet, then use the following guidelines:

Preserve Confidentiality

Do not post confidential or secret information about the university, its relations, its students, the alumni, or your colleagues.

Preserve Privacy

Do not spread information about or photographs of individuals without asking permission. Do not share information if the nature of the information is not suitable for a public forum.

Understand your Personal Responsibility

Employees are personally responsible for the content of the messages they publish on social media. “Private” social media sites do not exist. Through search engines, messages and photographs remain retrievable for years after their date of publication. Comments can be sent on or copied. Archiving systems save information even if you have deleted a message. Only post personal photographs that you want to share with a (potentially large) public (current and future colleagues, employers, et cetera). Remember that negative messages about Tilburg University can be read on a social media network by all your relations, so also by your colleagues. Therefore, if you are indignant about a subject, think carefully before you post a message.

Respect Intellectual Property

Take copyright and portrait right into consideration and, when posting messages on social media, do not include images—photographs, film, and animation—audio clips or texts from lectures or other educational material—like fragments from books, articles, and reports—without the explicit permission from the person who wrote or made the work and from the person portrayed if required.

Respect your Audience or Target Group

Do not use discriminating and racist language, personal insults, or obscenities and adhere to the Tilburg University core values like integrity, respect, expertise, and involvement (Code of Conduct).

Use a Disclaimer

Do not post messages on social media on behalf of Tilburg University unless you have received explicit prior permission for this. Employees in a representative function, like administrators, managers, the spokesperson, and professors are, due to their position, expressly notified of their special responsibility in the use of social media and they should take into consideration that their personal opinions can be confused with the official viewpoints of Tilburg University. In case confusion may arise, you are expected to use a disclaimer.

The line between professional and personal matters is sometimes unclear also for employees who do not have a representative function. Therefore, be honest about your identity and intentions. Should you publish content for which the difference between professional and personal matters is not clear, make use of a disclaimer like: *“The views and opinions expressed here are those of the author and do not represent the views of Tilburg University”*. Include the disclaimer in the message and/or in your channel or profile description, clearly visible for users.

Tilburg University Brand and Logo

In a social media profile made by and for Tilburg University, the brand Tilburg University is used. Otherwise, the brand Tilburg University—name, (parts of) the logo and/or other visual elements of such—may not be used without the permission from the Marketing & Communication Division’s person responsible for this (communication@tilburguniversity.edu).

Notification of Hacking

If you have established that a Tilburg University social media profile or your personal profile (from which messages have been posted related to Tilburg University) has been hacked, you should notify the webcare team of the Marketing & Communication Division, the IT service desk employee, and your manager.

Consequences in Case of Noncompliance

Your manager may address you for not adhering to the Tilburg University Social Media Guidelines.

Depending on the gravity of the situation, the Executive Board may impose suitable disciplinary measures.

Reference Title and Entry into Force

1. These guidelines will be cited as the Tilburg University Social Media Guidelines.
2. The Tilburg University Social Media Guidelines will enter into force as of November 1, 2017.

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