

COMMUNICATION POLICY: STAFF

1. INTRODUCTION

- 1.1. This policy statement outlines Cardiff Met Students' Union's (SU), commitment to appropriate and effective communication to all stakeholders, both internally and externally.
- 1.2. It provides a structural framework for planning and delivery, and outlines the roles and responsibilities of anyone under the employment of the SU.
- 1.3. This policy covers, but is not limited to, the following communication mediums:
 - 1.3.1. Print
 - 1.3.2. Screens
 - 1.3.3. Website
 - 1.3.4. Social Media
 - 1.3.5. Email
 - 1.3.6. Personal Social Media

2. DIVERSITY AND INCLUSION

- 2.1. At the SU, we're not all the same. We are distinctive, we are individual, we are a collective. Our differences make us brilliant, make us strong, and bring us together because we believe in something bigger. For us to be truly representative, we need to represent everyone.
- 2.2. Any communications made that do not abide by this policy will be deleted, removed or edited and the individual(s) responsible may face disciplinary action.
- 2.3. Any issues, questions or observations should be directed to the SU (contact details below).

3. COMMUNICATIONS

3.1. General

- 3.1.1. All communications must be related to Cardiff Metropolitan University, the SU, its services, its students or of interest to our stakeholders.
- 3.1.2. All content must be honest and truthful.
- 3.1.3. All content must be spelled correctly, well-punctuated and grammatically correct. Always check your spelling and grammar before communicating on behalf of the SU. If you are unsure, ask someone to check it for you.
- 3.1.4. Communicating through the SU communication facilities must not be used for personal use.
- 3.1.5. The SU reserve the right to monitor the use of any communications made on the behalf of the organisation through our communication facilities in order to monitor compliance of this policy.
- 3.1.6. When using any SU communication facility you must adhere to the specific regulations for the facility.

4. PRINT & SCREEN

- 4.1.1. All print and screen communications representing the SU or a service provided by the SU Union must conform to the Corporate Style (see Cardiff Met Students' Union's Brand Guidelines) unless otherwise approved by the Web Designer and Communications Coordinator.
- 4.1.2. All print and screen media must first be signed off by the Web Designer and Communications Coordinator.
- 4.1.3. All print and screen media that represents a service; club or society of the SU must bear the appropriate logo.

5. WEBSITE & SOCIAL MEDIA

- 5.1. All new set ups of websites or social media accounts that represent an SU Student Group must first be approved by the Web Designer and Communications Coordinator.
- 5.2. Any websites or social media accounts made without the permission of the SU will be deleted, removed and may result in a full investigation and immediate suspension of a user's authorisation to the use of the Union's communication facilities and removal of any content where necessary.
- 5.3. Each website or social media account that represents an SU Student Group must have a nominated manager for their account. The website or social media manager will then be held accountable for any breach of the communication policy made by their website or social media account. This may result in a full investigation and immediate suspension of a user's authorisation to the use of the Union's communication facilities and removal of any content where necessary.
- 5.4. All content and information contained within any website or social media account that represents an SU Student Group must adhere to our communication policy.
- 5.5. All approved websites and social media accounts that represents a Student Group must bear the appropriate logo.
- 5.6. The SU reserves the right to monitor the use of any communications made on the behalf of the Union through our communication facilities in order to monitor whether the communications adhere to this policy.
- 5.7. Be mindful of copyright. Almost every image online is subject to copyright. If you must use an image within your post please, contact the Web Designer and Communications Coordinator.

6. PERSONAL SOCIAL MEDIA

- 6.1. Any social media post about the SU, its services or a member of its staff should comply to the guidance outlined in the Communications Policy.
- 6.2. Any employee of the SU found to have used a personal social media account to make derogatory, discriminatory, defamatory statements about the SU which could bring the organisation into disrepute could be subject to disciplinary action.

7. EMAIL

- 7.1. All communications via a staff email address or an email address that belongs to the SU must be of a professional manner.
- 7.2. A staff email address or email address that belongs to the SU should not be used for personal use.
- 7.3. SU inboxes should be monitored on a regular basis by the designated staff member(s). If the designated staff member(s) is not able to monitor the inbox for a period of time they should ensure they delegate responsibility to another member of staff ensure the inbox is checked.

8. UNACCEPTABLE USE

- 8.1. Any communication via our facilities which brings the SU into disrepute are a breach of these regulations. Any misuse such as those described below will be treated as a serious matter and may result in a disciplinary action.
- 8.2. The creation, transmission, publication, posting or distribution of any material or comments which are obscene, racist, vulgar, discriminatory, defamatory, fraudulent, aggressive, otherwise illegal or that is likely to create any liability or cause harassment, annoyance, inconvenience or needless anxiety is deemed to be unacceptable use.
- 8.3. The unauthorised transmission of unsolicited commercial or advertising material and in addition the creation or forwarding of chain communications, pyramid schemes or nuisance communications. Full approval of advertising materials must be authorised by the Commercial Development Manager.
- 8.4. It is prohibited to attempt to conceal or falsify the authorship of any form of communication.

- 8.5. Gaining or attempting to gain unauthorised access, misuse of confidential information, corrupting or destroying data, violating privacy, distributing the work of others or carrying out activities which deliberately denies, restricts or reduces service is deemed to be unacceptable use.
- 8.6. Any use of messaging systems or internet based services must be done in a responsible manner and without any risk of the SU being brought into disrepute.
- 8.7. Any form of harassment, bullying or defamation of members of staff or students whether through the use of the SU's communication facilities or personal communication facilities is deemed to be unacceptable use.

9. PERSONAL DATA

- 9.1. Any processing of personal data, whether electronically or as hard copy must be in accordance with the requirement of the General Data Protection Regulation (GDPR). The SU has a legal obligation with respect to the handling of personal data (information about identifiable living individuals) and any breach of the Regulation may represent a criminal offence.
- 9.2. Personal data should only be disclosed to other individuals, external third parties, or published to the SU website, in accordance with GDPR and with the expressed consent of the individual whose data is being processed.
- 9.3. For further details on the data processing please see the SU's Privacy Notices.
- 9.4. Any queries or concerns regarding the processing of an individual's data please contact the Policy and Procedural Advisor for further information.

10. BREACH OF POLICY

- 10.1. Any concerns of a suspected breach of this policy should be reported to the Students' Union immediately.
- 10.2. Any concerns raised could lead to immediate suspension of the user(s)' authorisation of the use of the Union's communication facilities until the matter has been investigated.
- 10.3. Where concerns are substantiated, the member could be forwarded to further disciplinary action as per the Students' Union Student Disciplinary Procedure.

11. CONTACTS

If you have any questions regarding this procedure, please contact you can contact The SU using the following confidential email address:

Email – cthomas2@cardiffmet.ac.uk
www.cardiffmetsu.co.uk