

**OPEN UNIVERSITY STUDENTS ASSOCIATION****Central Executive Committee (CEC)**

22 – 24 January 2021

**SOCIAL MEDIA POLICY**

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The C E C is asked to: -

- i) **receive** the draft Social Media Policy (appendix)
- ii) **suggest** appropriate amendments
- iii) **with agreed amendments approve** the Policy

**1. Background**

- 1.1 With social media spaces evolving so rapidly, the Association's social media guidelines, established in 2015, are now considerably out of date and no longer fit for purpose. With social media being used very differently over the past 5 years and an ever-increasing amount of student engagement taking place via social media channels, it is evident that better guidelines and improved rules are now required. With a strategic aim focused on continuing to grow student engagement as well as encouraging a more welcoming and inclusive culture, it is necessary to ensure that our social media spaces are well managed safe areas where students can engage with their Association and with each other and where there is a means of challenging and rooting out bad behaviour.
- 1.2 The University has recently updated its social media policy to widen the scope and strengthen its ability to challenge negative conduct on OU associated spaces. This proposed policy will allow the Association to manage the behaviour in its own spaces and implement the Complaints and Misconduct procedure against those who continually contravene the rules.

**2. The Policy**

- 2.1 This draft policy was initiated by Vice President Engagement and the Deputy Chief Executive (Student and Staff Engagement) in conjunction with the Digital Communications Team and with input from members of the Culture Change Working Group. We now welcome feedback and any further input from this Committee and seek approval to initiate this policy as soon as possible.

**Fanni Zombor**  
**Vice President Engagement**

**Wendy Burrell**  
**Deputy Chief Executive (Student and Staff Engagement)**