

# *Woolf Institute: Social Media Policy*

## **Social Media Policy**

The Woolf Institute is committed to the effective and appropriate use of social media.

Employees and students who contribute to the Woolf Institute's social media activities do so as representatives of the Woolf Institute. The Institute's policy, set out in this note, is intended to assist those using social media at the Woolf Institute, to avoid potential ethical, reputational or legal difficulties.

## **Tone**

The Woolf Institute is committed to respectful and meaningful dialogue. Employees aim to use an appropriate tone and to respond to all comments promptly and with courtesy.

## **Content**

All material published is intended to reflect the Woolf Institute's values and interests: community and identity, mutual respect, personal responsibility and social solidarity. The Woolf Institute is committed to the use of social media for the public good: no material that is considered discriminatory, defamatory or otherwise offensive should be circulated by Woolf Institute accounts.

## **Incidents and Response**

If employees are in receipt of offensive, unacceptable or threatening content via social media, the Woolf Institute reserves the right to block users, hide or delete all content, and save and report posts/interactions to the relevant authorities.

The Counter-Terrorism and Security Act 2015 creates a statutory duty for Universities to 'have due regard to the need to prevent people from being drawn into terrorism'. If material is received that promotes terrorism or criminal extremism, it will be reported to the Cambridge Theological Federation who will report to the Counter Terrorism Internet Referral Unit: <https://www.gov.uk/report-terrorism>.

## **Woolf Institute Identity**

The fast changing nature of social media means that new platforms and applications will regularly arise. However, the Woolf Institute's representation on new platforms should only be initiated following authorisation by the Academic Coordinator Dr Emma Harris ([eth22@cam.ac.uk](mailto:eth22@cam.ac.uk)). Any sites or pages existing without authorisation are subject to review and may be amended or removed by the Woolf Institute.

The Woolf Institute  
Cambridge

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