CHESTER STUDENTS' UNION

Social Media Policy for Societies

APPROVED: September 2026

NEXT REVIEW: September 2027

1. Purpose

1.1. This policy sets out the expectations for all Chester Students' Union affiliated societies when using social media. It is designed to:

- protect society members and committee members
- ensure societies represent themselves and CSU appropriately
- maintain a safe and inclusive online environment
- comply with legal and platform requirements
- complement CSU's Student Member's Code of Conduct

1.2. This policy applies to all official society social media accounts, including Instagram, Facebook, TikTok, X, LinkedIn, Discord, WhatsApp Communities and any future platforms.

2. Account Ownership and Access

2.1. Official society social media accounts belong to the society and are overseen by Chester Students' Union, not owned by individual committee members.

2.2. At least two committee members should have administrator access to every account.

2.3. Account login details must be securely transferred to new committee members at committee handover.

2.4. Accounts must not be deleted when committee members leave.

2.5. CSU reserves the right to request access to society accounts where necessary.

3. Appropriate Content

3.1. Society accounts should be used to promote:

- events
- activities
- achievements
- opportunities
- society news
- student engagement

3.2. Posts must not include:

- discriminatory language
- bullying or harassment
- hate speech
- illegal activity
- sexually explicit content
- confidential information
- copyright-infringing material
- content that could damage the reputation of the society, Students' Union or University.

4. Respect and Inclusion

4.1. Committee members should ensure that content:

- is respectful and welcoming
- reflects the Students' Union's values: Inclusive, Proactive, Collaborative
- does not target or exclude individuals or groups
- encourages a positive community.

5. Photography and Consent

5.1. Societies should:

- obtain permission before using identifiable images where appropriate
- respect requests to remove photographs
- avoid sharing sensitive personal information
- take particular care when photographing children or members of the public.

6. Branding

6.1. Societies may:

- create their own identity and style
- create their own appropriate logo

The Students' Union logo must not be altered or used in a way that suggests official endorsement without permission, and the University of Chester logo is not to be used unless given explicit authorisation to do so.

7. Political and Campaign Content

7.1. Society accounts must not:

- endorse political parties
- campaign on behalf of external political organisations
- publish content that could compromise the Students' Union's charitable status.

7.2. Campaigns relating directly to the society's activities should be discussed with the Students' Union where appropriate.

8. Security

8.1. Committee members should:

- use strong passwords
- enable two-factor authentication wherever possible
- remove former committee members from accounts after elections
- report any hacked or compromised accounts immediately.

9. Concerns and Complaints

9.1. The Students' Union reserves the right to request the amendment or removal of content that breaches this policy.

9.2. Anyone wanting to report a breach in this policy should contact studentopps@chester.ac.uk

9.3. Repeated or serious breaches may result in:

- removal of content
- suspension of the society's social media privileges
- disciplinary action in line with the Society Disciplinary Procedure.

10. Support

10.1. The Communications Lead is available to provide advice on:

- branding
- accessibility
- content ideas
- photography
- video
- campaigns
- difficult situations online.

Guidance and support is also available via the Promote your Society page on the Committee Hub.