

# Leiden University Social Media Guidelines

## **Preamble**

This document contains guidelines and rules on the use of social media by Leiden University staff.

The rapid growth in the number of social media platforms, combined with their ease of use and the number of people they make it possible to reach, make social media attractive channels of communication. Leiden University encourages the use of these channels. However, these platforms can also have less desirable consequences. These guidelines have been drawn up to minimise these adverse consequences. Through these guidelines and rules we want to call your attention to the consequences entailed by your participation in social media.

These guidelines are subject to the provisions in the CAO-NU. In particular, article 1.8 clause 2<sup>1</sup> (being a good employee) and article 1.16<sup>2</sup> (professional confidentiality) of the collective labour contract for Dutch Universities (CAO-NU) should be kept in mind when using social media. An employee who fails to apply these guidelines will be held personally responsible.

## **General guidelines**

Communicating university news and events or promoting education and research with the community through social media tools is an excellent and effective way to share and receive information.

Employees are encouraged to share information that is available to the public (press releases, articles in the newsletters, etc.) with their social circles and their contacts. The best way to share university news is to direct people to the original source.

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<sup>1</sup> CAO-NU art. 1.8, clause 2: In the performance of his duties and in his personal and concerted behaviour towards third parties, an employee is expected to act in the spirit of the goals of the university as much as possible.

<sup>2</sup> CAO-NU art. 1.16:

clause 1. The employee is obliged to keep all information derived from his position confidential insofar as this obligation either follows from the nature of the matter or has been expressly imposed on him. This obligation also applies following termination of the employment contract.

clause 2. The obligation referred to in paragraph 1 above does not apply to those who share the responsibility of ensuring that the employee shall perform his duties properly, nor to those whose cooperation in performing these duties can be considered essential, if and insofar they themselves are already pledged to secrecy or have accepted this obligation. The provisions of the previous sentence apply with due observance of the legal provisions relating to professional secrecy.

clause 3. Without prejudice to the legal provisions that apply to the employer, the employer is obliged to keep all information on its staff confidential, unless the employee has given permission to act otherwise.

clause 4. The obligation to maintain confidentiality is without prejudice to the compliance with academic freedom referred to in Article 1.6 of the Higher Education and Academic Research Act (WHW).

If you share information that has not been published yet, observe the following guidelines:

### **Respect confidentiality**

Don't post any confidential or secret information about Leiden University, its students, the alumni or fellow staff members.

### **Respect privacy**

Don't circulate any information or photographs concerning individuals without permission. Refrain from sharing in a public forum any information of an inappropriate nature.

### **Understand your own responsibility**

Employees are personally responsible for the content they publish on blogs, wikis or other forms of social media. There is no such thing as a 'private' social media site. Using search engines, messages and photos remain findable for years after the date they are first posted. Remarks can be forwarded and copied. Archive systems store information even if you have deleted a message.

### **Be aware of liability**

You are responsible for what you post on websites. Bear copyright in mind. There are cases where individual bloggers have been sued for violating copyright. Remember that negative statements about Leiden University can be read by all your contacts on a social media network, including your co-workers. If you are very upset about an issue, it is advisable to put off posting your message until you have calmed down and can see things clearly. Only post personal photos that you wish to share with a (potentially large) public (current and future co-workers, employers, etc.). In some cases disciplinary measures can be taken.

### **Respect your public/large audience**

Do not use discriminatory or racist language, personal insults or obscenities, and refrain from any behaviour that is not acceptable at Leiden University. Any identifying information protected by the law is absolutely forbidden on social media networks.

### **Use a disclaimer**

The line between professional and personal matters is sometimes unclear: Be honest about your identity. If you publish content on a website outside Leiden University whose content has something to do with either the work you do or matters associated with the university, then use a disclaimer such as: 'The posts on this site are my own and do not represent the strategy or policy of Leiden University.'

### **Logo**

Personal account: don't use any official logos or emblems. Do not use the Leiden University/Universiteit Leiden trade name to promote your own external and personal activities or those of others.

Brand account: If you have an account on behalf of the university, then use Leiden University's official logos. These logos can be found at <http://www.communicatie.leidenuniv.nl/>.

### **Social media guidelines for brand accounts**

If you manage an account that represents the Leiden University brand (faculty and central accounts), you are also expected to follow the guidelines listed below, in addition to the ones already discussed.

### **Ask for approval**

Official messages expressing the views of Leiden University must be approved by the personnel responsible for the department, faculty, degree programme, etc.

### **Be accurate**

Make certain that all facts are correct before you post your message. It is better to check a message beforehand than to correct it afterwards. Cite your sources and provide the corresponding link if possible.

### **Opening an account**

Having a social media account demands time and maintenance. Before you open an account, it is a good idea to consider whether you have sufficient information to publish and whether you also have sufficient manpower to maintain such an account. Do not hesitate to get in touch with the social media contact person at your faculty for consultation and advice <http://www.communicatie.leidenuniv.nl/>.

### **Changing passwords**

To minimise the risk of hacking incidents, we recommend that you change your password regularly. If your account still gets hacked, contact the social media contact person at your faculty.

### **Respect**

When you participate in a social media network on behalf of Leiden University or manage an official account on behalf of Leiden University, be clear about your role and objectives. Bear in mind that others do not know you personally when you post messages using a 'brand account'. Everything you post will be viewed as a statement from Leiden University. Everything you say will reflect directly upon the university. Discuss with your supervisor under what conditions you are authorised to respond immediately on sites and what (substantive) messages you first need to get approval for.

Questions about these guidelines and rules? Get in touch with the social media contact person at your faculty <http://www.communicatie.leidenuniv.nl/>.

## **10 *dos* and *don'ts* for social media networks**

1. Don't publish any confidential information.
2. Think carefully before sharing information. Information remains findable for a long time using search engines.
3. Don't circulate personal information without that person's permission.
4. Be accurate. Check the facts.
5. Act responsibly with what you post on social media networks.

6. Be clear about what information expresses the views of Leiden University and what information reflects your own personal view. Use a disclaimer when you share information in a personal capacity.
7. Respect your target audience and the public.
8. Use only the Leiden University logo for brand accounts.
9. Change your passwords regularly.
10. Check Leiden University's social media guidelines for more information about using social media networks.