



Social Media Policy

Social Media Policy
Sponsor: Office Manager
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Version	Date Approved	Author / Owner Approving Authority	Summary of Changes	Next Review Date
1.0	28/01/26	Office Manager	Initial Release	27/01/27

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1. Purpose

1.1 MLA College is committed to maintaining a respectful, safe and professional learning and working environment across all physical and digital platforms.

1.2 This policy sets out expectations for behaviour in:

- Social media
- Online communication
- Virtual tutorials and group collaboration
- Messaging platforms and public forums

1.3 It applies to all staff, students, contractors, and third parties who represent or engage with MLA College.

2. Scope

2.1 This policy applies to all digital communication and online interaction connected to MLA College, whether conducted:

- On College systems or personal devices.
- During or outside of working/study hours.
- On public or private platforms.

Including but not limited to;

- Discussion boards and forums
- Email and internal messaging systems
- WhatsApp, SMS, Slack, Teams, Discord and similar platforms
- Recorded learning platforms and comments
- Social media platforms (LinkedIn, Facebook, Instagram, X, TikTok, YouTube, etc.)
- Virtual meetings or recorded interactions where applicable

3. Social Media

3.1 **General Expectations:** Any individual whose conduct, communications or public presence creates an association with MLA College including, however not limited to, all staff, students, contractors, and third parties who represent or engage with MLA College, is expected to:

- Act in a professional and respectful manner.
- Not bring the College into disrepute.
- Not disclose confidential or personal data.
- Not misrepresent the college or speak on its behalf without permission.

3.2 Prohibited Conduct

You must not:

- Post or share content that is abusive, threatening, defamatory, discriminatory, misleading, or unlawful.
- Harass, bully, intimidate, or target others.
- Impersonate the College, staff, or students.

- Share internal or confidential information.
- Publish content that undermines safeguarding, equality, or Prevent duties.

3.3 Reference to MLA College must be accurate, responsible and lawful.

4. Online Etiquette

4.1 MLA College operates primarily through digital and distance based systems, this policy applies to all staff, students, contractors and representatives when using any College related platform or communication channel.

4.2 This includes, but is not limited to: email, virtual learning environments, internal systems, messaging platforms, forums, recorded content, and video or audio communication.

All users must:

- Use respectful, professional and inclusive language
- Communicate in a calm, constructive and courteous manner
- Avoid sarcasm, hostile or dismissive language, and personal attacks
- Engage positively, even when opinions differ.
- Ensure all content is relevant, accurate and appropriate for a higher education environment.
- Respect personal and professional boundaries
- Protect privacy and confidential information
- Be mindful; online communications may be permanent, monitored, shared, or audited.

4.3 Unacceptable behaviour includes:

- Harassment, intimidation or bullying
- Disruptive or inflammatory communication
- Deliberate provocation or trolling
- Persistent or unwanted contact

4.4 Users of social media and other online platforms should ensure that their activity is responsible, lawful, and appropriate. All online use must be within the terms and conditions of the relevant platform and must comply with applicable UK law, as well as the laws of any country in which the user is located.

4.5 MLA College supports freedom of speech and academic freedom. These values extend to the use of social media; however, all users must ensure that their online activity is responsible, lawful and consistent with the college's standards. User must also be aware of and comply with relevant MLA College's policies, including the **Academic Freedom Policy** and the **Freedom of Speech Policy**, as they relate to online expression and conduct.

5. Offensive Content

5.1 **Definition:** Offensive content refers to any material, communication, or behaviour that may reasonably be considered harmful, distressing, or inappropriate within the MLA College community. This includes, but is not limited to, content that is:

- Abusive, threatening, intimidating, or harassing behaviour.
- Discriminatory or hateful towards any individual or group

- Sexually explicit, violent, or otherwise inappropriate for a professional or educational environment
- Defamatory, misleading, or deliberately provocative
- Likely to cause offence, distress, or fear, or to undermine the dignity, safety, or wellbeing of others

This definition applies to all formats, including written, visual, audio, and digital communications, whether created, shared, or accessed through College related systems or platforms.

5.2 MLA College has a zero-tolerance approach to offensive, harmful or inappropriate digital behaviour. Any content or conduct that breaches this policy will be treated as a serious matter and may result in immediate action to protect individuals and the college community.

5.3 Where a breach is identified MLA College may take one or more of the following actions depending on the severity and circumstances of the breach;

- Immediate removal of the content
- Formal Investigation under MLA College regulations
- Disciplinary action inline with staff or student regulations.
- Temporary suspension or permanent termination of access, enrolment, or employment.
- Referral to external authorities where required by law.

5.4 All actions will be taken fairly, proportionately and in accordance with the relevant legislations.

6. Keeping Safe Online

6.1 MLA College is committed to maintaining a safe, secure and respectful digital environment for all members of its community. Everyone has a shared responsibility to protect themselves and others when engaging online through College systems or platforms.

6.2 To keep yourself and others safe online, you should:

- Protect your login details and never share passwords or access credentials
- Log out of shared or public devices and use secure networks wherever possible
- Think carefully before posting, sharing, or forwarding content
- Report any content or behaviour that makes you feel unsafe, uncomfortable, or targeted
- Be cautious when clicking links, opening attachments, or responding to unexpected messages
- Respect privacy and only share personal information when necessary and appropriate
- Use College systems in line with this policy and all IT and safeguarding procedures

7. Reporting incidents

7.1 If you wish to report an incident you have experienced, or one experienced by a fellow student, you can use our [Safe Space Zone](#) reporting tool to do so confidentially and securely.

7.2 For more information on MLA College's policies, procedures, and the support available to anyone affected by harassment, misconduct, or bullying, please visit our dedicated [webpage](#).

7.3 We recognise that experiences of sexual harassment, bullying, or misconduct can be distressing. If you or someone you know has been affected and would like to speak to someone in confidence, the Student Experience Team is here to listen and provide support. You can contact us by telephone on 0204 582 4899 or by email at student.experience@mla.ac.uk.

8. Review

8.1 This policy and the effectiveness of monitoring arrangements will be reviewed at least annually, or sooner by the Office Manager where:

- There are changes in legislation
- New technologies or communication platforms are introduced
- A significant breach or incident occurs

Any updates will be approved by Senior Management and communicated to all relevant users.