

RESPONSIBLE COMMITTEE(S): Development & Communications Committee

LAST REVIEW DATE: _____

NEXT REVIEW DATE: Trinity Term 2027

RELATED POLICIES: (1) Data Protection Policy; (2) Freedom of Speech Code of Practice; (3) Policy on Harassment, Bullying and Victimisation; (4) Information Security Policy; (5) Safeguarding Policy; (6) AI Policy; and (7) Trustee Code of Conduct

SOCIAL MEDIA POLICY

**As approved by Governing Body and effective from
17 June 2026**

1. Scope

This policy governs the use and management of social media accounts that operate officially in the name of Keble College or represent any of its activities. It does not pertain to accounts of College members used in a personal capacity. The purpose of the policy is to provide guidance on the use of social media and minimise possible risk associated with using such platforms.

The establishment and management of social media accounts representing departmental or individual work is at the discretion of the relevant staff member, though the Communications team reserves the right to provide guidance, request amendments where necessary and intervene where activity presents reputational, legal or policy compliance risks to the College.

Please note that freedom of speech and academic freedom are protected by law (though these rights must be exercised within the law) and nothing in this policy intends to limit this.

2. Introduction

What is social media?

Social media is the collective term given to web-based tools and applications which enable users to create, share and interact with content (words, images, graphics and video content), as well as network with each other through the sharing of information, opinions, knowledge and common interests.

Why have a social media presence?

The purposes of maintaining official College accounts include: to promote the College and set it apart from other higher education institutions, audience engagement, information communication, marketing and promotion, community building and reputational management.

What are our channels?

The College broadcasts via several official 'top level' accounts, as well as a series of department specific channels (see Appendix A). The main College accounts are managed by the Digital Communications Officer with oversight from the Communications Manager. Department specific channels are managed by the relevant administrator/individual, with support from the Communications team when needed. Anyone wishing to open a new account operating officially in the name of Keble College or one of its departments *must* inform the Communications team.

Who are our audiences?

Our audiences are widespread and vary by platform; it is therefore important to understand who may be viewing and interacting with content. Groups will include prospective and current students, alumni and donors, academic and professional College staff, clients, external stakeholders and the public.

3. Content Guidelines

What content should we be posting?

All content must align with the following College policies:

- [Data Protection Policy](#)
- [Freedom of Speech Code of Practice](#)
- [Policy on Harassment, Bullying and Victimisation](#)
- [Information Security Policy](#)
- [Safeguarding Policy](#)
- [AI Policy \(internal\)](#)
- Trustee Code of Conduct

Content we share should promote the College's charitable activities, and, where possible, be relevant to a significant portion of that channel's audience. Engaging and informative content should be a priority, but it is also equally important to remember that social media acts as an extension of the College's public presence and branding. Content therefore should also support Keble's core values of providing high-quality and intellectually serious education and research, and increasing diversity, access and inclusion.

What content should be avoided?

Given the extensive reach of social media and its capacity to amplify criticism, content should be published with careful judgement and consideration. The following types of material should be avoided:

- photographs without subject consent
- another's intellectual property without express permission
- incorrect or misleading information (including libel)
- confidential or sensitive information
- political statements
- content prejudicing live legal cases
- fully AI generated media
- media displaying inappropriate behaviour
- overly promotional material
- poor-quality media
- misspellings and poor grammar

Academic-centred accounts may consider mature discussion surrounding more "controversial" or political topics, but this is discouraged and should be avoided on the official College accounts and non-academic departmental accounts as the risk of the individual or the College facing reputational damage is high.

A note on safeguarding

When creating content for College channels, it is important to consider the psychological safety of staff, students and anyone else featured in posts. Participation in social media must always be voluntary, with no pressure placed on individuals. Practical safeguards should include: avoiding the disclosure of personal information, considering anonymous

formats such as voiceovers, monitoring comments through dedicated staff and establishing clear takedown procedures.

4. Interaction and Engagement Guidelines

As social media is not a one-way broadcasting system but a conversation, interacting with your audience and other accounts is a key part of maintaining a presence on social media platforms. Ensure you are friendly and respectful when interacting with comments and messages. When possible, respond to interactions in a timely fashion.

Be mindful when reposting material created by others, as this can be misconstrued as generated by the College and/or representing College views.

Moderation of user interactions is important to maintain a safe online environment for both account holders and audiences. Keble College reserves the right to remove content or interactions that contain obscene profanity, bullying/harassment, racist/sexist/homophobic/other slurs, abusive or threatening content, sexually explicit or obscene visuals or text, violations of copyright/privacy laws and spam or commercial solicitations.

In the case of negative comments or messages, remain professional in your response and take the conversation off the public space as soon as possible if it has the capacity to escalate further. If this is not possible or the situation escalates beyond your control, promptly bring it to the attention of the Communications team, as well as your line manager, where appropriate.

It is important to be wary of deleting negative interactions of legitimate criticism or those that do not violate platform policies. Though often tempting to delete such content, keeping it can help to maintain authenticity, trust and transparency. Removing content can lead to backlash and the original sentiment of the content returning on a larger scale. Promptly bring any serious criticism or allegations of the College to the Communications team who will advise.

Do not act as a spokesperson for the College, unless authorised to do so. In any situation where a statement or College-wide message is required, for example in the face of a social media crisis, the Communications team will coordinate such a statement on behalf of the College.

5. Account Management

In setting up an account, ensure that the email address used is not a personal or individual account if the social media account is intended to represent more than an individual. Use two-factor authentication where possible for greater account security.

For use of TikTok, additional security procedures must be in place because the app may pose risks to data. The app must only be used on a dedicated, office-based device. The device must be isolated from the University network, for example by using a 4G or 5G

mobile network instead, and the device cannot have any access to University systems such as Teams or Outlook. For more in-depth information, please read [this InfoSec guidance](#).

Accounts should be routinely monitored, updated and reviewed. If a professional account is no longer required, or if it can no longer be maintained because of staffing and/or time pressures, reassess or take down the account.

If an account owner or administrator leaves, then ensure login information is transferred to any personnel replacements and that the original individual no longer has access to the account.

6. Policy Review

This is an external policy and should be made available on the College website.

The policy will be reviewed by Development and Communications Committee annually.

This policy was adopted by Governing Body and entered into effect on 17 June 2026.

Appendix A: Keble College Channels

(correct as of 16 February 2026)

‘Top level’ accounts:

- Instagram: <https://www.instagram.com/kebleoxford/>
- TikTok: <https://www.tiktok.com/@keblecollegeoxford>
- Facebook: <https://www.facebook.com/KebleCollegeOxford/>
- LinkedIn: <https://www.linkedin.com/company/keblecollegeoxford/>
- YouTube: <https://www.youtube.com/@KebleCollegeOxford>
- X: <https://x.com/KebleOxford>
- Bluesky: <https://bsky.app/profile/kebleoxford.bsky.social>

Departmental accounts:

- **Alumni:** Facebook Alumni Group (<https://www.facebook.com/groups/5717053147/>), LinkedIn Alumni Group (<https://www.linkedin.com/groups/140950/>), LinkedIn Entrepreneurs Group: <https://www.linkedin.com/groups/4843834/>
- **Chapel:** Facebook (<https://www.facebook.com/KebleChapel/>), Instagram (https://www.instagram.com/keble_chapel/), YouTube (<https://www.youtube.com/@KebleChapel>)
- **Choir:** Facebook (<https://www.facebook.com/keblechoir/>), Instagram (<https://www.instagram.com/keblechoir/>), X (<https://x.com/KebleChoir>)
- **Conference:** Facebook (<https://www.facebook.com/KebleConference/>), Instagram (<https://www.instagram.com/keblecollegeconference/>), LinkedIn (<https://www.linkedin.com/company/conference-keble/>)
- **KEMF:** Facebook (<https://www.facebook.com/kebleemf/>), Instagram (<https://www.instagram.com/kebleearlymusic/>)
- **Organ:** Facebook (<https://www.facebook.com/KebleOrganRecitals/>)
- **Library:** (<https://www.instagram.com/keblelib/>)
- **Outreach:** X (<https://x.com/KebleOutreach>)