UCAS – Social Media Etiquette Guide

We use social media to communicate with you online, such as Facebook, Twitter, Vine, Instagram and Utube. We don't want to stop open lively discussion but we do make daily checks and will remove any material we consider is inappropriate. So that you know what to expect, please consider our etiquette guidance before you make your material live.

Etiquette guidelines

To adhere to our etiquette guidelines, please make sure your material is:

- topical and relevant to the service we provide

- respectful of other people, not malicious, offensive in nature or constitute a personal attack on a person's character

- does not incite hatred on the basis of race, religion, gender, nationality or sexuality or any other personal characteristic

- does not reveal anyone's personal details, such as private addresses, phone numbers, email addresses or any other online contact details including information to put that person at risk (such as forthcoming plans or arrangements)

- does not reveal any personal identification details about an application to university, such as a Personal ID

- does not impersonate or falsely claim to represent a person or organization

- does not include swearing, hate-speech or obscenity

- is not unlawful – this includes libel, condoning illegal activity or breaking copyright

- does not advertise commercial products and services – you can mention relevant products and services as long as they support your comment

- written in English – we have no resource to translate from any other language

- written and posted by someone who is 13 or over. If you are under the age of 13, you should not participate or provide us with personal information

If you still want a response from any material we may have removed or if you want to question or comment about this guidance, please contact us by using any of the methods detailed in the "contact us" section of our privacy policy or the contact us page on our website.

Our promise to you about our social media channels

We will make sure our information is regularly refreshed and topical. This means we will provide you with links to news releases, blog posts, videos, guidance, facts, quotes or observations including publically available information about us or what we do. This also includes:

- links to other organisation information produced and published, such as higher education providers, colleges, training providers or schools, researchers, news organisations etc. This can include videos, blog posts, and retweets (RTs) from other Twitter users

- questions related to what we do to promote discussion

Retweets – tweets we may repeat or if we follow a Twitter user

If UCAS retweets or follows a Twitter user, this should not be considered as our endorsement to that person or what they may tweet in any way. We will follow accounts on Twitter we believe are relevant to what we do or those that comment about UCAS-related issues.

People who work for UCAS tweeting

Some UCAS colleagues may choose to tweet in their own names or pseudonyms. Any tweets they may publish do not represent the official position of the Board, and should be considered the product of each individual as a private citizen.