UCAS Social Media Acceptable Use Guide

Version:

1.1

Date:

3rd June 2024

We use social media to communicate with you online, including media such as Facebook, X (previously known as Twitter), Instagram, YouTube, TikTok, and your blogs and video uploads to our website. We don't want to stop open and lively discussions, but we do make daily checks and will remove any material we consider to be inappropriate. So you know what to expect, please consider our guidelines before contributing.

Guidelines for all users

Please consider our guidelines so you can make sure your contributions or any links they may contain:

· are topical and relevant to the content you find on ucas.com, or to the service UCAS provides

· are respectful of other people, not malicious, offensive in nature, or what a reasonable person might consider an attack on a person's character or privacy, discriminatory towards any group or individual, bullying, intimidating, or harassing

· do not incite hatred on the basis of race, religion, gender, nationality or sexuality, or any other personal or group characteristic

· do not reveal anyone else's personal details, including (but not limited to) their address(es), phone number(s), email address(es) or any other online contact details, including information which might place that person at risk (such as upcoming plans or arrangements)

· do not reveal anyone else's details relevant to an application to university, such as a Personal ID

· do not impersonate or falsely claim to represent a person or organisation

· do not include swearing, prejudicial comments or obscenity, promote unlawful acts, self-violence or cruelty towards animals

· do not libel or infringe the privacy of anyone else

· do not procure or condone illegal acts

· do not infringe the property rights of anyone else (where necessary, recognising the copyright of third parties, for example by including a copyright notice)

· are spam free – this means they must not contain the likes of misleading or unwanted content

· do not gratuitously or otherwise advertise commercial products and services which are not relevant to your contribution

· are written in English – we do not have the resource to translate from any other language

· are written and posted by someone who is 13 years old or over. Please do not provide a contribution if you are under the age of 13.

Guidelines for images and video contributions

·The points above still apply, even if no person is visible in your contribution.

· Read our social media terms and conditions before you post.

· It must be your own work! This means you have either created the content entirely by yourself or helped create it (director, editor, actor etc.) and you have particular rights, including explicit permission to publish it on ucas.com, without UCAS or you incurring liability.

· It does not contain anyone else's intellectual property or copyrighted works from websites (including this one) or other users, or from any other media (including sound recordings).
· You must be able to prove that you have the consent from anyone who is featured (even if they are not visible but their voice can be heard) to publish the content containing their contribution on our website, and they are aware it may be viewed by anyone, anywhere in the world.

If you want a response from us regarding material we may have removed, or if you want to question or comment on 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 always try to ensure that our information is regularly updated, refreshed and topical. This means we will provide you with links to news releases, blog posts, videos, guidance, facts, quotes or observations, including publicly available information about us or what we do. This also includes links to other organisations' information, such as higher education providers, colleges, training providers or schools, researchers, news organisations, etc. This can include videos, blog posts, and reposts from other X users, provided you have given us permission to contact you in those ways with such information, or you are 'following' a UCAS account.

About Posting on Social Platforms

Reposts – posts we may repeat, or if we follow a user, or if UCAS reposts or follows a user, this should not be considered as our endorsement of that person or the opinion they express in any way.

We will follow accounts on social platforms because:

· We believe they are relevant to what we do
· They comment on UCAS-related matters

UCAS staff posting

Some UCAS colleagues may choose to post in their own names or under pseudonyms. Any posts they publish do not represent the official position of UCAS as an organisation, and should be considered the contribution of the author as a private individual.