1. Context

1.1   Social media refers to (a) the various activities integrating web technology, social interaction and user generated content and (b) microblogs (such as Twitter), blogs, wikis, boards, social and professional networks (such as Facebook, LinkedIn, etc.), photo libraries, virtual worlds, online fora and video sharing sites.

1.2   In the Royal Irish Academy of Music, hereinafter referred to as RIAM or the Academy, various social media are used internally and externally to share information, support business processes and connect people to the organisation.

1.3   At present RIAM has a social media presence on Facebook, Twitter and YouTube. In addition some departments in RIAM operate their own social media accounts and social network sites (see the Appendix for details).

2. Purpose

2.1   The purpose of this policy is to promote effective and innovative use of social media as part of RIAM's activities.

2.2   This policy is intended to safeguard the privacy of staff members, students and visitors while they are interacting with RIAM and with each other, through social media communities and social networking sites.

2.3   This policy also aims to enhance and protect the personal and professional profiles and reputations of individual users in the social media space, while ensuring that the image, professional standing and reputation of RIAM as an institution is not compromised in any way.

2.4   RIAM has developed this social media strategy and the accompanying rules for operating social media accounts to help clarify how best to use these communication tools to the professional benefit of the institution, its staff, students, stakeholders and visitors.

3. Scope

3.1   This policy applies to staff, students, and visitors to RIAM who have a professional involvement with the institution, using social media in the riam.ie domain or on any other social networking website.

3.2   It also applies to people external to RIAM who post material to social networking sites within the riam.ie domain.

3.3   It extends to all RIAM social media sites and incorporates any future developments of such media. It also applies to internal communication tools and incorporates any future developments of such tools.

4. Benefits

4.1   This policy provides a framework for sharing information securely through social media communities, creating social networking sites, posting material that complies with the relevant legislation, and dealing with any breaches of policy and good community practice.

4.2   This policy will help to protect RIAM's reputation by advising staff members, students and visitors of their responsibility to refrain from publishing anything that is likely to cause members of the public to view the institution negatively or bring it into disrepute.

4.3   Social media community rules outlined in this policy will ensure that conversations stay relevant to its brand by preventing people from publishing unrelated links, adverts for other products or services, other people's promotional competitions, spam, donation requests, acknowledgement requests or their personal contact information. These rules will also help to manage promotional competitions so as to avoid accusations of discrimination or prize fixing.

4.4   By implementing these guidelines social media communities will grow and flourish as members begin to trust the social media, report any violations of the rules and moderate anything that they publish themselves.

4.5   Having fully briefed staff members, students and visitors of their responsibilities through this policy document, RIAM cannot be held liable for what individual members may say or do on its social media sites.

5. Principles

5.1   RIAM undertakes to provide social media platforms where its staff members, students and visitors may share information, confident that their privacy rights will not be violated.

5.2   RIAM will monitor its social media sites to ensure that the rights and reputation of the institution and of individual users are protected as follows:

   (i)   Material that could reasonably be deemed threatening, harassing, illegal, obscene, defamatory or slanderous towards any individual or entity will be removed.

   (ii)   Information of a confidential and/or proprietary to RIAM, its staff members, students or alumni will be taken down and the individual(s) responsible will be subject to the Academy's disciplinary procedures.

   (iii)   Individuals who attempt to use pseudonyms or seek to impersonate any other person will be suspended from using RIAM social media sites.

   (iv)   Copyright and/or intellectual property rights of individuals and of RIAM (including inventions, literary and artistic works (images, videos, audio), and symbols, names, images, and designs) will be respected.

   (v)   Terms and conditions for promotional competitions will be drawn up and available to view by visitors including who is eligible to enter the particular completion, what the prize will consist of, the timeframe for the contest and how winner(s) will be selected.

5.3   RIAM will have regard to the security of its social media sites, will comply with GDPR's eight stated principles as outlined in the Data Protection Policy in relation to any personal data collected through its social media sites, and will make arrangements for the archiving and deletion of material according to RIAM's Records Management and Retention policy.

6. Policy

6.1   Social media should be used by staff members, students and visitors to enhance their work and/or for educational, training, or research purposes.

6.2   Social media and/or social networking on the riam.ie domain must not be used for any commercial or significant personal use.

6.3   Media queries received as a result of material posted on a social networking site should be referred in the normal way to the person responsible in RIAM for dealing with queries of this nature.

6.4   All RIAM staff members and students should be aware of relevant legislation (including the Acts referred to in section 10) when creating or operating social network sites, posting material, or sharing information across social media sites.

6.5   Before creating a new social networking site under the aegis of RIAM staff members and students should submit a proposal/business plan to the ICT Steering Committee outlining details of the specific purpose for which the site would be used.

6.6   When creating a social networking site externally or within the riam.ie domain, staff members and students should include a copy of the current official RIAM Privacy Statement, and should also include a disclaimer, a privacy notice, a linking statement and a comment policy (as per the templates supplied in the Appendix).

6.7   *Social Networking Sites*

All staff members and students posting material to any social networking site, and visitors posting material to the social networking sites within the riam.ie domain, should exercise good sense, sound judgement and should be cautious and refrain from:

(i)   posting information which is confidential and proprietary to RIAM;

(ii)   posting material that could be deemed to be threatening, harassing, illegal, obscene, defamatory, slanderous, or hostile towards any individual or entity;

(iii)   posting phone numbers or email addresses of any member of RIAM staff or student body, office or external entity without their express permission;

(iv)   infringing on the rights of RIAM or any individual or entity, including privacy, intellectual property or publication rights;

(v)   promoting or advertising a commercial product or soliciting business or membership or financial or other support in any business, group or organisation except those which are officially sponsored by RIAM;

(vi)   posting chain letters, the same comment multiple times, or otherwise distributing "spam";

(vii)   allowing any other individual or entity to use their identity to posting or view comments;

(viii) posting comments under multiple names or using another person's name;

(ix)   posting digital media (audio, video, photography) without securing the written permission of the original copyright holder (if such copyright exists).

6.8   *Social Media Tools*

The following is a guide to best practice for social media accounts and/or activity:

(i)   Staff, students and visitors to RIAM should remember the 7 C's: common sense, code of standards and behaviour, confidentiality, circumspection, certainty, capacity and correction.

(ii)   Staff members, students and visitors should consider carefully before posting something online that they would not be prepared to say in another public forum.

(iii)   Individual users need to apply discretion and good judgement. Staff members, students and visitors should consider what could happen if a post becomes widely known and how this might reflect both on the person who publishes the post and RIAM. It is important to bear in mind that search engines can turn up posts years after they have been created, and comments can be forwarded or copied to other users.

(iv)   Individuals should carry out appropriate research before posting information on social media in case they unintentionally mislead the public.

(v)   While social media accounts may adopt a less formal and more conversational tone content should still be reviewed for grammatical and spelling errors. This is especially important if posting on behalf of RIAM in any capacity.

(vi)   Content contributed to a social media site could encourage comments or discussion of opposing ideas so a civil tone should be used and an objective, impartial stance adopted in responses.

(vii)   Responses should be considered carefully in light of how they would reflect on the person posting the message and/or on RIAM. Cultural sensitivities should be kept in mind so as to avoid posting anything that could be considered offensive.

(viii) On personal sites, staff members and students should identify their views as their own and should make it be clear that the views expressed on their sites are not necessarily reflective of RIAM's views.

(ix)   Copyrighted images or resources which are not in the public domain should not be used without authorisation. Photographs posted on social media sites can easily be appropriated by visitors so staff and students are advised to adding a watermark to their images and/or post images at 72 dpi and approximately 800x600 resolution in order to protect their intellectual property by making their images difficult to print out.

(x)   RIAM obtains consent from staff and students to use their images in its promotional material. It is not permitted to copy or reuse these images in other arenas.

(xi)   The RIAM name or logo may not be used on social media sites without permission from management.

(xii)   RIAM computer equipment is reserved for study and work-related business and should not be used for personal business use.

7. Breaches of Policy

7.1   RIAM staff and students are encouraged to be vigilant and to report any suspected violations of this policy and/or potentially illegal activity immediately to the RIAM Secretary, who will decide the most appropriate course of action under the circumstances.

7.2   RIAM reserves the right to monitor, intercept and review, without further notice, the postings and activities of staff and students and alumni in connection with social media where there is reason to suspect that the directives are being breached or where deemed necessary by RIAM for other legitimate reasons.

7.3   RIAM reserves the right to remove, or require the removal of, any content which is deemed to be in breach of this policy.

7.4   In the event that content is deemed to be potentially illegal, RIAM will report such content to the appropriate authorities.

7.5   Abusive or spam tweets will result in followers being blocked and reported directly to Twitter.

7.6   Any breach of this policy could result in a member of RIAM staff or student body or person external to the RIAM losing access to social media and networking facilities in the riam.ie domain and, in the case of RIAM staff and students, could result in disciplinary action, up to and including dismissal.

8. Notice and Take Down Procedure

8.1   Complaints or objections to material or content including user messages posted on RIAM webpages or queries relating to the possible infringements of intellectual property rights should be submitted to the Secretary. However frivolous or vexatious complaints will not be entertained.

8.2   An initial assessment of the complaint will be made as soon as possible following acknowledgment of its receipt.

8.3   Where RIAM considers it appropriate it will remove the content which is the subject of the complaint pending a full investigation.

8.4   Any removal will be on a 'without prejudice' basis and will not constitute any admission of responsibility on the part of RIAM or any other party.

8.5   Having made a final determination on the complaint, RIAM may decide to reinstate or not remove the content, amend the content at its discretion, or permanently remove the content.

9. Responsibility

9.1   The RIAM Secretary is responsible for overseeing this policy and its operational procedures.

9.2   The responsibility for protecting the reputation of the institution and safeguarding individual users' rights rests with all staff members, students and visitors who use social media in the riam.ie domain or on any other social networking site.

9.3   The ICT Steering Committee will maintain a register of all relevant RIAM associated social media sites and the site owners/administrators who have responsibility for them.

9.4   *Contact Details:* RIAM Secretary: Kevin Kelleher at email: kevinkelleher@riam.ie

10. Legislation and Regulation

10.1   Copyright and Related Rights Act 2000

10.2   Copyright and Related Rights (Amendment) Act 2004

10.3   Copyright and Related Rights (Amendment) Act 2007

10.4   Data Protection Act 2018

10.5   General Data Protection Regulation (GDPR) 2018

10.6   Child Trafficking and Pornography Act 1998

10.7   Child Trafficking and Pornography (Amendment) Act 2004

10.8   Defamation Act 2009

10.9   Equal Status Act 2000

10.10   Prohibition of Incitement to Hatred Act 1989

11. Related Documents

11.1   Dignity and Respect Policy.

11.2   Accessible Information Policy.

11.3   Student Code of Conduct.

11.4   Privacy Policy.

11.5   Privacy Statement.

11.6   ICT Policy.

11.7   Data Protection Policy.

11.8   Records Management and Retention Policy.

12. Review

12.1   This policy will be reviewed on a three year cycle, or as required to take into account changes in the law and the experience of the policy in practice.

13. Document Control

Approved by Board of Studies 25th November 2016.
Revision 1 approved by Board of Studies 10th March 2017.
Revision 2 approved.
Revision 3 approved by Trinity Academic Council 13th May 2020.
Next review: Academic year 2020/21.

Appendix

RIAM Social Media and Social Networking sites

Official RIAM Facebook account.

Official RIAM Twitter account.

Official RIAM YouTube channel.

RIAM Music Library Facebook.

RIAM Music Library Word Press Blog.

RIAM Music Library Flickr account.

RIAM Opera Department Twitter account.

RIAM Opera Department Word Press blog.

RIAM Opera Department Flickr account.

RIAM Connect – Teaching and Learning Facebook account.

RIAM Connect – Teaching and Learning Twitter account.

RIAM Connect – Teaching and Learning YouTube channel.

RIAM Connect – Teaching and Learning blog.

RIAM Foundation.

Templates for inclusion on all Social Media and Social Networking Sites

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