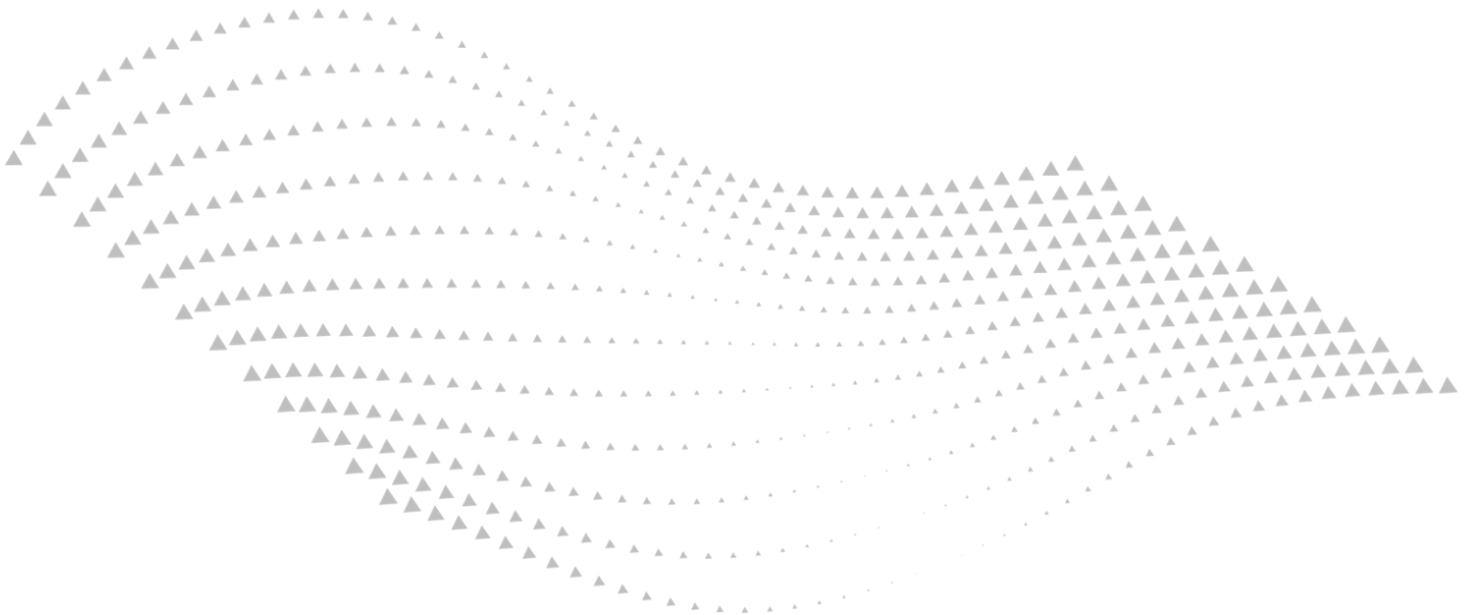


**BIMM
UNIVERSITY**

A university
for the creative
industries

Student Social Media Policy & Guidelines



Last approved: August 2025

Approved by: Student Experience Committee

Next review due: August 2029

Overview

This Student Social Media Policy & Guidelines is designed to support all students at BIMM University in using social media effectively and responsibly. It outlines how, why and when to engage with social media - with guidance on etiquette, best practice and legal considerations.

Purpose:

- Encourage effective and beneficial use of social media
- Protect Students, BIMM University and its community
- Outline how BIMM University monitors social media use to meet its safeguarding and legal responsibilities, including the Prevent Duty.

BIMM's social media presences:

- Facebook
- Instagram
- LinkedIn
- TikTok
- Twitter/X
- YouTube

These channels are used to promote courses, events and student achievements, and to build community. Each official channel uses approved university branding and logos to distinguish it from informal or personal accounts.

Note: A separate policy exists for staff use of social media.

Contact

For questions about this policy or for help with setting up a professional social media presence, contact: marketing@bimm.ac.uk

To report inappropriate social media use by a student, please contact Student Wellbeing in the first instance.

About Social Media

Social media has become a valuable means of communication, and the education sector is making the most of this to engage quickly with key audiences. Many students will use social media in all aspects of their life and, therefore, BIMM University has a responsibility to support and advise them of best practice.

Using Personal Social Media Accounts

Students who use personal accounts to promote their work or represent BIMM University are encouraged to add the following disclaimer in their bio or profile description:

‘The views expressed here are my own and do not necessarily reflect those of BIMM University.’

Other Relevant Policies

Misuse of social media that constitutes harassment or sexual misconduct will be addressed under BIMM University's [Bullying & Harassment Policy](#) and [Sexual Misconduct Policy](#), in accordance with the

Office for Students' condition of registration E6. The [Student Code of Conduct](#) also makes it clear that cyber bullying or harassment is not acceptable, and any breach of the above policies will be processed via the Student Disciplinary Procedure.

Freedom of Speech

BIMM University is committed to upholding freedom of speech within the law, as required by the Higher Education (Freedom of Speech) Act 2023. Students are encouraged to express their views freely and respectfully on social media. The University will take all reasonably practicable steps to secure lawful speech and will only impose restrictions that are prescribed by law and proportionate under the European Convention on Human Rights.

BIMM University maintains a [Freedom of Speech Policy](#), which outlines how speech-related decisions are made and how students can raise concerns. This complements the Student Social Media Policy and ensures alignment with statutory duties. The University will ensure that freedom of speech remains a fundamental consideration in all related actions and decisions.

Defining social media

Social media includes any online tool that facilitates interaction between users and content creators. Examples include:

- Facebook, Twitter/X, Instagram, Threads, LinkedIn, TikTok YouTube, Discord
- Platforms such as blogs, wiki.

The landscape evolves rapidly. Students are encouraged to keep up to date with emerging tools and trends.

How BIMM University uses social media

Social media is central to our communications strategy. We use it to:

- Share updates, stories, and achievements
- Listen and respond to our community
- Gain insight into student sentiment
- Support marketing and recruitment objectives

Our tone is genuine, inclusive and aligned with the creative industries we serve.

Alumni relations

Social media is a keyway for alumni to stay connected. To join the alumni network, contact alumni@bimm.co.uk.

Should students use social media?

Yes – but purposefully.

Social media offers powerful opportunities for communication and career-building. Before creating or continuing a presence, students are encouraged to define clear goals, audiences and content plans when using social media professionally.

How does BIMM University monitor the use of social media?

BIMM University has a duty of care to its students and staff to ensure that no-one is exposed to inappropriate, abusive or defamatory comments or materials which breach the Student Code of Conduct. In England, BIMM University also has a statutory obligation under the Prevent Duty to ensure that social media is not used to promote extremist material or activities which may place people at risk of being drawn into terrorism. Therefore, BIMM University regularly monitors its social media channels to ensure compliance with legal obligations – it takes action to address any misuse of social media which is in breach of the [Prevent Duty Policy](#), the [Freedom of Speech Policy](#) and/or the [Student Code of Conduct](#).

We reserve the right to act on inappropriate use that affects the university's reputation or community.

Use of University Logos

All university and school logos are owned by BIMM University. They must not be redrawn, edited, or used without prior written permission from the Director of Marketing.

Logo use is limited to:

- Official BIMM events
- Activities co-organised with BIMM
- Student Association initiatives

Logos must not be used in connection with alcohol, drugs, or political activity.

To request use of a logo or submit new artwork for approval, email marketing@bimm.ac.uk

Logos include:

- BIMM University
- BIMM Music Institute
- Performers College
- MetFilm School
- MetStudios

Best Practice & Etiquette:

Be respectful

Your posts reflect on you and on BIMM University. Stay professional.

Listen

Stay aware of conversations and trends in your space.

Think before you post

Content can be shared, saved or reshared globally — even if deleted.

Balance your time

Use scheduling tools and avoid constant checking.

Write clearly

Use concise, well-formatted posts. Use humour appropriately. Avoid all-caps and excessive punctuation.

Be mindful with photos and video

Get permission before sharing images of others. Avoid exaggerated claims.

Avoid spamming

Quality over quantity. Keep your posts relevant and timely.

Focus on engagement

Engaged followers are more valuable than large but passive audiences.

Digital Wellbeing and Safety

Social media can be overwhelming. To stay healthy:

- Take breaks
- Use privacy settings
- Avoid sharing sensitive personal information
- Contact Student Services if online activity becomes distressing

AI-generated and Emerging Content

When using AI tools to support your content creation, ensure:

- Content is accurate and clearly attributed
- No impersonation or misleading claims
- Content complies with academic integrity and university ethics policies

Enforcement and Misuse

Remember - misuse of social media may lead to a breach of the [Student Code of Conduct](#) and lead to disciplinary action under the [Student Disciplinary Procedure](#).

Examples of misuse include:

- Harassment or bullying
- Spreading misinformation or defamation
- Use of university logos without permission
- Promotion of extremist or harmful content

Repeated or serious breaches may result in formal disciplinary action.