

Intramural Sport Social Media Code of Conduct



This code of conduct outlines the guidelines for responsible social media use by Intramural Sport teams and participants at Newcastle University. It aims to promote positive online behaviour, protect the University's reputation, and ensure a safe and inclusive environment for all.

Social Media Defined

Social media refers to any online platform through which people publish, discuss, share, or otherwise communicate. While social media offers numerous opportunities, it can also have negative consequences, particularly for reputations and well-being.

Scope

This code applies to all Intramural teams, players, coaches, and spectators and covers behaviour related to any Intramural team or club activity, both on and off campus.

University Policies

This code of conduct should be read in conjunction with the Intramural Sport Code of Conduct and the University Student Charter. Any content that violates these policies may be subject to the Student Disciplinary Procedure.

Responsibilities of Intramural Teams

Intramural teams and participants are responsible for the content they post or share on social media. As representatives of Newcastle University Sport, they must be mindful of the University's reputation and the impact their online presence can have.

They must respect the privacy and feelings of others at all times. No student, staff or public member should be made to feel uncomfortable, victimised or harassed by inappropriate social media content.

Prohibited Content

Intramural teams and participants must refrain from using social media to:

- Discriminate against or harass others - this includes making offensive or derogatory comments based on factors like sex, gender, race, disability, sexual orientation, religion, or age.
- Share inappropriate content - this includes sexually explicit, illegal activity, or harmful content such as forced alcohol or substance consumption, physical challenges and / or humiliation.
- Damage the University's reputation - this includes insulting fellow students, other Universities, groups or posting images and / or links that are defamatory, offensive or inappropriate.
- Share content that breaches the Intramural Sport Code of Conduct - this includes the promotion of harmful or dangerous social activities such as initiations, abusive, threatening or intimidating behaviour, violations of health and safety regulations, damage to equipment and facilities.

Monitoring

The Sport & Fitness Centre will actively monitor Intramural teams' social media channels and content for any violations of this code of conduct. Inappropriate content will be flagged and addressed promptly and accordingly.

Consequences of Breaches

Newcastle University reserves the right to request the removal of inappropriate content from official or personal social media accounts. Students who engage in behaviour that breaches this code of

conduct are subject to disciplinary procedures outlined in the Intramural Sport Code of Conduct and the University Student Charter.

Reporting Breaches

If you encounter social media content that violates this code of conduct, you can report it directly to a member of Newcastle University Sport staff or via email to sport.enquiries@ncl.ac.uk

Please include the following information in your report:

- A link to the social media post (if applicable)
- A description of the violation
- Any other relevant details