**ENSA Societies & Sports**

**Social Media Policy**

**Summary**

This document details the policy and processes for Societies and Clubs running successful social media accounts. This is required for any student activities and will align with the various other policies which ENSA’s Sports Clubs, Student Societies and their committees and members should relate to.

**Effective Date:** 12/04/2023

**Approved by:** Student Engagement Team Lead

**ENSA contact:** Head of Student Activities

**Last Reviewed/Updated:** 27/05/2025

**Date due for review:** June 2026

**Applies to:** Sports Club & Society Office Holders/Members

1. **Personal Responsibility**
	1. Clubs are constituted to ENSA and are under Edinburgh Napier University banner. As such you have a responsibility not to bring either organisation into disrepute.
	2. It is any ENSA Societies or Sports clubs responsibility to maintain the reputation of the Students Association, University, their projects, and services.
	3. ENSA Societies or Sports clubs must not make comments, particularly those with a strongly negative or unprofessional tone, that could have serious unintended consequences, including in personal social media profiles, which could reflect upon the University.
	4. ENSA Societies or Sports clubs should not invite club related matters to be discussed on social media formats. If in doubt, ask ENSA for advice.
	5. ENSA Societies or Sports clubs must not comment about university matters in any social media space which could be construed as offensive or illegal.
2. **What Material Can Be Published**
	1. ENSA Societies or Sports clubs can refer readers to published or public material but should always be respectful when adding comments and discussion to this type of public information. Members should always be respectful in tone, and it should be clear that your views are your own.
	2. You must not post any confidential information, this may include:
		1. Any inappropriate photos (which breach the Code of Conduct)
		2. Information about students or personnel matters
		3. Unresolved grievances
		4. Non-public or not-yet-approved documents or minutes, news or information.
	3. Sports Clubs/Societies must not:
		1. plagiarise or breach copyright law;
		2. use any of the ENSA logos, without express written permission from ENSA, including material created/posted by sponsors;
		3. post embarrassing/inappropriate photos
		4. use or create inappropriate or offensive images or content.
	4. Sports Club/Society marketing and promotions must be professional and show the best of what the club/society does.
	5. If you are in any doubt about whether it is appropriate to post a comment about something, please speak to ENSA for clarification.
	6. Personal social media profiles should not be the first point of contact for any official announcements.
	7. If you are sharing links to already public works (e.g publications, websites, annual reports, project blogs etc) please ensure these are appropriate and you credit them appropriately.
3. **Setting up & Branding**
	1. You are welcome to use the ENSA Sports or ENSA Societies logo on your promotional materials to show that you are an official affiliated club/society.
	2. The logos are available in our Logo Pack (available in the [Policy Bank](https://www.napierstudents.com/sports_socs/policybank/)). Please do not modify the logos in any way. Different versions are available for use against, dark, light and coloured backgrounds. Please refer to the guidelines included with the pack.
	3. Use of the logos by any groups who are not an official ENSA Sports club or Society is strictly prohibited.
	4. You must not in any way use the ENSA logos in a manner that may give the impression that ENSA is organising your event or activity (e.g. by sticking a large ENSA logo directly above the title of your event), nor to give the impression that a club/society statement has come directly from ENSA.
	5. If you have any questions about the use of ENSA’s branding, please contact our Communications team for guidance.
4. **Breach of Policy**
	1. Failure to follow the policy outlined above will result in disciplinary action being taken against individuals, full Committees and/or entire Clubs/Societies. (See ENSA’s Sports & Societies Disciplinary Policy, available in the [Policy Bank](https://www.napierstudents.com/sports_socs/policybank/)).