



## **Code of Conduct for Social Media**

(valid from 1 February 2021)

# Fontys Code of Conduct for Social Media

## Introduction

Nowadays, social media is an integral part of our day-to-day lives. It can be a good way of keeping or getting in contact with people, acquiring new knowledge and sharing opinions and expertise. It can be text, but it can also be images and sound.

By sharing experiences through social media, staff and students can act as ambassadors for Fontys. This is the positive side of social media, but there is also a negative side. Because the same rules of conduct apply to the online world as apply to the offline world: what is unacceptable offline is also unacceptable online. Careless posting on social media can be harmful to Fontys as a university, Fontys' employees, (fellow) students and others.

This Code of Conduct sets out the rules that Fontys applies with regard to the use of social media. These rules apply to all staff and students of Fontys who are active on social media.

In principle, the rules describe a situation in which members of staff already behave in an acceptable way, rather than behaviour and conduct which is unacceptable.

## How should we behave on social media?

### 1. Posts

Staff and students should always take care when posting on social media. They must not post anything which is illegal, libellous, indecent or offensive and/or which could be harmful to Fontys, (other) staff or (fellow) students. They should think carefully before they post a message or image and should keep their work and personal lives separate.

Staff and students should remember that, in principle, anything that is posted on social media remains on social media. A post that was created in the past can still be 'discovered' at some point in the future, at which time it may be too late for it to be deleted.

### 2. Staff conduct

Staff must behave as a 'good member of staff' is expected to behave, as set out in the [Fontys Internal Rules of Conduct \(Code of Conduct\)](#), the [ICT Code of Conduct for Employees](#) and the [Rules and Regulations on Undesirable Behaviour](#). Statutory provisions and provisions of the Collective Agreement for Universities of Applied Sciences (CAO-HBO) also play a role in this context.

### 3. Employees in key roles

Employees in key roles, such as directors, managers, spokespersons, professors and lecturers, must take particular care when using social media. Their personal opinion may be taken in error to represent the official views of Fontys. They must bear this in mind when posting on social media.

### 4. Student conduct

When posting on social media, students must act not only in accordance with the principles and objectives of Fontys, as set out in the [Students' Charter](#), but also in accordance with socially accepted values and standards. In other words, students must behave as a 'good student' is expected to behave. Among other things, this means that they must not damage Fontys' reputation through their acts or omissions either within Fontys or outside.

The [ICT Code of Conduct for Students](#) and the [Rules and Regulations on Undesirable Behaviour](#) also make clear the conduct that is expected of students. Students should also consult the [Fontys Internal Rules of Conduct \(Code of Conduct\)](#), which describe this type of behaviour.

### 5. Confidential information

Staff and students must not share information which they know or should know is confidential. This includes information about Fontys or Fontys' partners, as well as confidential or personal (privacy-sensitive) information from or relating to colleagues/staff and (fellow) students.

### 6. Statements on behalf of Fontys

Staff may only make a statement on behalf of Fontys on social media if they have expressly obtained prior consent to do so from the relevant manager or if this is part of their work or their role.

### 7. Personal profile

Staff and students who make statements about Fontys or about other staff and/or students from a personal profile in social media must make it clear that these are personal statements or opinions.

### 8. Copyright and image rights

Staff and students must respect third-party copyright and image rights. When posting on social media, they must not post any images (photos, videos or animations), audio clips or texts of lectures or other educational materials without the express consent of the creator of the work and/or the person portrayed in the image.

### 9. Permission to use the Fontys brand

Staff and students may only use the Fontys brand – the name, (parts of) the logo and/or other visual elements thereof – with the permission of the responsible person within the Marketing and Communication department.

## Incidents and misuse

### 10. If something goes wrong

If, in spite of everything, something goes wrong or an unwanted discussion takes place on social media, the member of staff concerned (instructed by a third party or otherwise) must immediately contact their manager or, in the case of a student, their student career counsellor or programme team leader. Together they will discuss the course of action to be taken.

### 11. If a profile is hacked

If a member of staff or a student believes that a social media profile has been hacked, they must notify IT ([abuse@fontys.nl](mailto:abuse@fontys.nl)), M&C ([klantcontactcentrum@fontys.nl](mailto:klantcontactcentrum@fontys.nl)) and their manager or their student career counsellor or programme team leader immediately. This applies both to hacked Fontys profiles and to personal profiles containing posts that relate to Fontys or to Fontys staff or students.

## Action in the event of non-compliance

If a member of staff or a student fails to comply with this Code of Conduct, disciplinary action may be taken against them by or on behalf of the Executive board. The nature of this action will depend on the extent to which the rules have been violated. It may, for example, involve a warning, a reprimand or denial of access (suspension). In the most serious cases, the contract (of employment) of the staff member concerned or the enrolment of the student concerned may be terminated.

## Finally

This Code is known as the 'Fontys Code of Conduct for Social Media'. It was approved by the Executive Board on 15 December 2020 and obtained the consent of the Central Participation Council on 14 January 2021.

The Code will enter into force on 1 February 2021.