



Social Media: An Introduction

What exactly is Social Media?

Social media is about interaction and sharing via online communication channels.

Examples include Facebook, Google Plus, Twitter, Instagram and Pinterest.

Things to consider when using social media:

- Using it responsibly
- Managing your digital footprint

Why do I have to use social media responsibly? It's just for fun!

By being a University of Bolton student, you agree to the universities IT regulations and university policies. You also need to be aware that anything you put online is public and can be seen by anyone!

You might ask yourself? What is behaving responsibly?

The University's student handbook contains information regarding the expectations of your behaviour.

Are there any consequences if I fail to do this?

As well as damaging your own reputation and harming others you could also find yourself in trouble with the university.

See here: Student Information Policy Zone 2017-2018

<https://www.bolton.ac.uk/wp-content/uploads/2018/01/Student-Social-Media-Guidance-2018-19.pdf>

Do's

- Always act within the law
- Show respect to others
- Check your privacy settings
- Act in accordance with university policies and procedures

Don't

- Share confidential information
- Make allegations about others
- Make your social media profiles visible to everyone
- Act or behave any differently than you would in public or the 'real' world

How do I get started in using social media?

You need to set up an account with any platform you are interested in using e.g. twitter. Or if you already have an account first check the privacy setting and then get involved.

For advice on how to get the best out of social media for personal use or for researching information see the next sections of LEAP Online.

Access LEAP Online at: www.bolton.ac.uk/leaponline