



**DE MONTFORT
UNIVERSITY
LEICESTER**

**EMAIL, INTERNET AND SOCIAL
MEDIA (EISM) POLICY**



This e-briefing is to give all staff an overview of the purpose, scope and content of the new Email, Internet and Social Media (EISM) policy.

It should not be seen as an alternative to reading and familiarising yourself with the policy itself.

The full policy is available on the [intranet](#)

Purpose

- To encourage appropriate and effective use of electronic communications including use of social media
- To set out clear examples of unacceptable use (which may lead to disciplinary action or dismissal)
- To clarify DMU's policy on monitoring of electronic communications



Scope of the policy

- Applies to all staff at all levels including agency staff, casuals, contractors
- Applies to all work-related use (whether during or outside of work hours or whether using home or work equipment)
- May also apply to personal use eg where DMU has been brought into disrepute or working relationships have been damaged

Some examples of unacceptable use

- Damaging relationships between staff, students etc.
- Breaching confidentiality or 'leaking' commercially sensitive information
- Breaching network security, installing unauthorised software, etc.
- Breaching copyright
- Accessing or sharing obscene material and content



Some examples of unacceptable use

- Excessive personal use during work time that amounts to time-wasting
- Misuse of mailing lists (including sending 'spam')
- Bringing the university into disrepute

See the [EISM policy](#) for more detail



Points to note

Email and online communications should be treated like any other form of communication.

What is normally regarded as unacceptable in a letter, or a face to face discussion, is equally unacceptable in a virtual environment.



Points to note

If you receive a business email in error ie where you are not the intended recipient you must immediately notify the sender.

If you receive an email that contains inappropriate content you must notify your manager.



Points to note

If you contribute to the university's social media activities, you are representing the university and you should use the same safeguards as with any other form of communication about the university in the public domain.



Points to note

Social media identities, logon IDs and usernames **may not** use DMU's name or logo without prior approval from the
Director of Marketing and
Communications



Points to note

Staff should be aware that Facebook, Twitter and blog post comments can create a permanent record.

Comments posted on a 'private' Facebook page are still in the public domain.



Points to note

Staff should remember the proper internal routes to raise concerns about work-related matters eg the internal grievance procedure and should avoid 'knee-jerk' reactions using social media

(Even where users have restricted their personal privacy settings, they should not assume that their entries on any website or online forum are or will remain private.)

Points to note

Staff with personal blog pages etc. should state to their readers that the views and opinions that they express are theirs only. They should include a notice such as

"The views expressed on this website/blog are mine alone and do not necessarily reflect the views of any other individual or organisation".

Questions

If you have any questions or concerns about the new policy or how it impacts on you or on your role with the university, please speak to your line manager in the first instance.

- **The full policy is available on the POD pages on the [intranet](#)**

