

### DMU Social Media Community Guidelines

These guidelines are in place to help create a safe environment on all social media channels run by De Montfort University and are based on the guidelines used by [The Royal Family's accounts](#).

The aim of our social media channels is to create an environment where our community can engage safely with our content and is free to make comments and ask questions.

We ask that anyone engaging with our social media channels shows courtesy, kindness and respect for all other members of our social media communities.

In order to help create this safe environment we have set out some guidelines which apply to any engagement with us or other members of the community on any of our social media channels.

By engaging with our social media channels, you agree to follow these guidelines:

Comments must not:

- Contain spam, be defamatory of any person, deceive others, contain profanity, be obscene, offensive, threatening, abusive, hateful, inflammatory or promote sexually explicit material or violence.
- Promote discrimination based on race, sex, religion or belief, nationality, disability, sexual orientation, gender reassignment, age or any of the [protected characteristics outlined in the Equality Act 2010](#).
- Breach any of the terms of any of the social media platforms themselves.
- Be off-topic, irrelevant, unintelligible, repetitive or so frequent that they could be perceived as spam
- Contain any advertising or promote any services.

### **Breach of guidelines**

- We reserve the right to determine, at our discretion, whether contributions to our social media channels breach our guidelines. We reserve the right to hide or delete comments made on our channels, as well as block users who do not follow these guidelines.
- We also reserve the right to send any comments we deem appropriate to law enforcement authorities for investigation as we feel necessary or is required by law.
- We also reserve the right to report any content breaching these guidelines to the social media platform hosting the post.