



SOCIAL MEDIA SQUAD TERMS AND CONDITIONS

1. OVERVIEW

In 2021, we are setting up a Social Media Squad which will be open to current students in all course areas. As a member of the Social Media Squad, students will have the opportunity to support and promote College marketing campaigns and events, create social media content and show what it's like to study with us. This voluntary role will give students the chance to develop their digital communication skills, support the College and build their CVs.

2. ROLE REQUIREMENTS AND RESPONSIBILITIES

To participate as part of the College Social Media Squad you must meet the following criteria:

- Be enrolled as a student at Croydon College, Coulsdon Sixth Form College or Croydon University Centre in the Academic Year 2020-2021
- Have written permission from your tutors to participate in the Social Media Squad
- Have your own social media channels set up and a solid understanding of how the platforms work
- Have a passion for digital content creation

As part of the Social Media Squad, during the Summer term you will be expected to:

- Attend weekly short virtual meetings with the College Marketing team (approx. 30 minutes)
- Receive regular updates via email from the Marketing team outlining opportunities to get involved with upcoming social media activity
- Share posts and engage with campaign content (comments, reshares etc) in a timely manner in line with agreed goals and objectives
- Where agreed, create your own digital content (i.e. photo, video or written content) to support College marketing campaigns to be shared on your own channels and where possible the College channels

Incentives

This is a voluntary role only and is an extracurricular activity run by the College. We will however look to provide participants with a small reward at the end of each term for their success in the role.



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3. COLLEGE SOCIAL MEDIA POLICY

3.1 The College's official social media activity is managed by the Marketing Department who will involve College Employees and Students across the organisation in order to use the potential offered by Twitter, Facebook, Instagram, LinkedIn and other developing social communication tools.

3.2 Students may use personal Social Media accounts to interact with and promote College social media campaigns, but online activities must not interfere with College performance.

3.3 Students must share information carefully and keep in mind that all posts are potentially visible by all on-line users.

3.4 All posts on Social Media sites, such as Twitter, must be in line with the College's values and all relevant policies and procedures. Please see the [Positive Behaviour Policy & Procedure](#) for full details.

4. SAFEGUARDING

4.1 Digital footprint – we would like to remind students that any content shared on their social channels will ultimately form part of their digital footprint and could be searched for in the future by potential employers. Your digital footprint is a trail of information made up of your visible online activity, including social media posts. Please consider this before posting.

4.2 Photo and video consent – when creating photographic or video content with other students, please be aware that students will need a signed media consent from any other students featured, this will be provided in your introduction pack. All signed forms will need be sent to Chloe Young (chloe.young@croydon.ac.uk.)

4.3 Internet safety –Please refer to the Internet Safety Policy you receive when you first enrol at the College.

5. COLLEGE CONTACT DETAILS

Please see below for your point of contact for all queries in relation to the Social Media Squad:

Chloe Young – chloe.young@croydon.ac.uk.