

The background is a blue-tinted photograph of a busy student hall. In the foreground, a student with long blonde hair is seen from the back, wearing a black and white checkered shirt and carrying a black backpack. To their right, a young man with dark hair looks off to the side. Other students are visible in the background, some sitting at tables. Four large, semi-transparent geometric shapes are overlaid on the image: a pink asterisk in the top left, a yellow triangle in the top right, a teal 'X' in the bottom left, and an orange circle in the bottom right.

solent students' union

Defamation

What is defamation

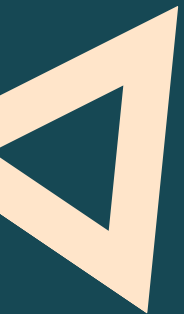
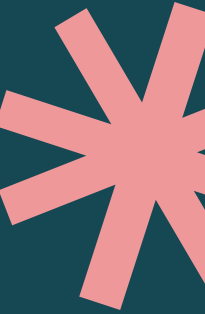
The term 'defamation' describes an untrue statement that's been presented as fact and causes harm to the character of the person it describes.

Can companies sue in defamation?

Yes - if the statement has caused, or is likely to cause, serious harm in the form of serious financial loss.

Defamation and social media

False or intentionally misleading accusations have the potential to reach a wide audience of people and damage reputations substantially




Copyright



Types of digital content that can be copyrighted are:

- Blogs
- Social media posts
- Short online articles
- Apps
- Photos and videos
- News pieces
- Website content

No social media site owns the work that has been posted on their site; the copyright is kept by the owner. But by agreeing to post on said social media site, you sign an agreement (outline in the T&C's).

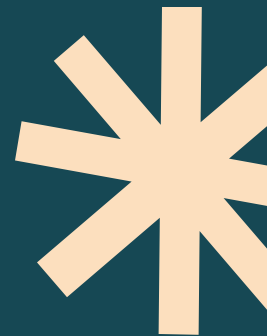


Tips for copyright on social media

1. **Post with caution.** If it's valuable, do not put the content on social media unless it has been copyright approved.
2. **Label it.** Add your social media handle to the image.
3. **Avoid using other people's work on your page.** Unless you have specific permission from the creator.

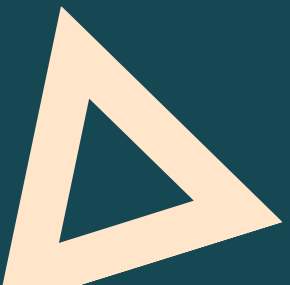


REGULATION



Regulation and social media

- You're in charge of regulating your own social media pages
- Social media platforms will only remove/block content that goes against their policies **after** an account has reported it
- You **must** disclose gifted or paid collabs



How to regulate your own social media

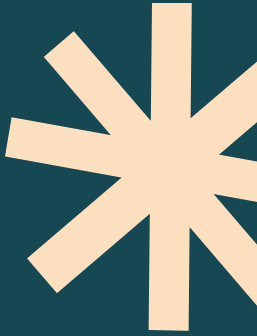


- Create a transparent, trust-worthy and safe experience for your users
- Ensure your content is inclusive
- Don't delete comments from other users

HOWEVER, if the comments left are hateful, discriminatory or a form of bullying, these should be reported to the app as soon as possible and to the SU comms team who will advise.



GOOD/BAD CONTENT



Good

- Helpful guides/tips
- Event round ups
- Behind the scenes or montage clips to add more personality
- Relevant trends to your niche
- Hot topic or recent news posts (and how this impacts your niche)

Bad

- Hateful and discriminatory content
- Fake news and accusations
- Bullying or targeted posts
- Posting on your account when under the influence





**solent
students'
union**

never miss out...

follow us on socials!



@solentsu

