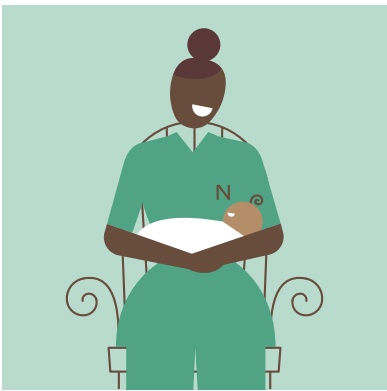


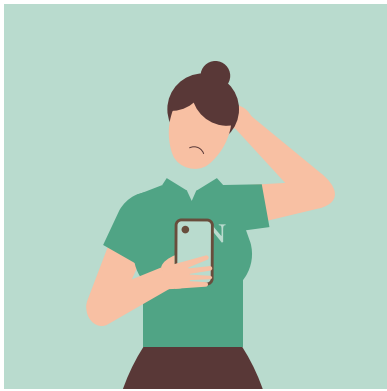
Social Media Guide



Do...



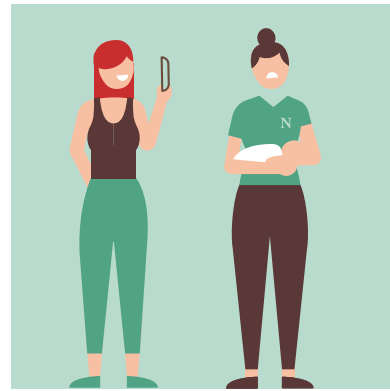
Do demonstrate your professionalism by establishing a positive online presence that will impress future employers. Ensure your tone, language and content are professional and reflect the latest guidance and best practice in line with Norland's current teaching.



Do check content carefully before you publish. Test its appropriateness by asking yourself if you would share it in person or at a public event? If you have any doubts, don't publish it.



Do ensure that your personal accounts are fully private by making sure you select the highest privacy settings and opt out of public listings to protect your own privacy. See our social media [**privacy settings guidance**](#)

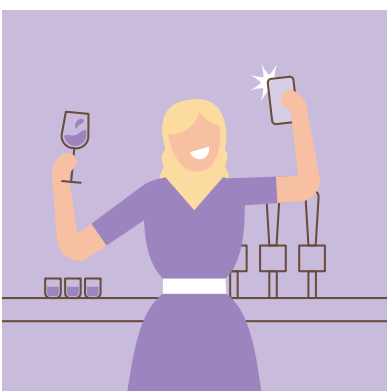


Do be respectful of others and consider your obligations of professionalism, integrity and confidentiality when sharing any content on social media. Remember that you are personally responsible for all content that you share.

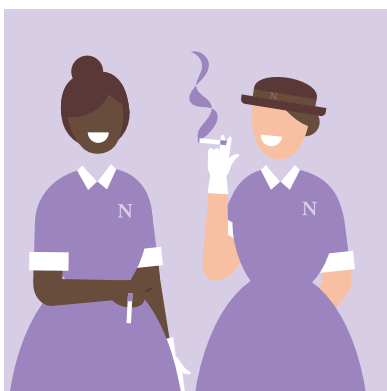


If you make any mention of Norland on your profile in any social media posting, you must state that your views are your own and do not represent those of Norland.

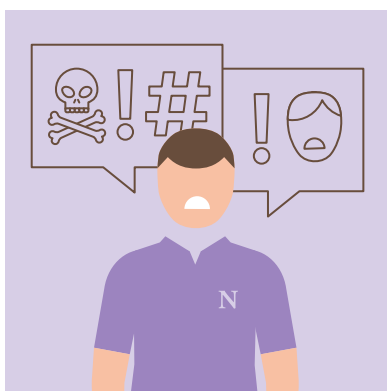
Don't...



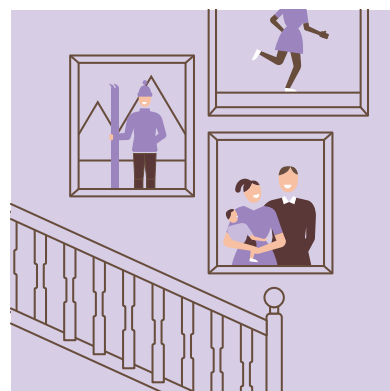
Don't be careless. Think carefully before posting any content. You don't want to put anything out there that may jeopardise your career or the safety and wellbeing of your charges and their family.



Don't share content that could damage the reputation of Norland, its staff, students, graduates or any other stakeholders or third parties.



Don't share content that expresses strong opinions and could be offensive to others or potentially contentious, to bully or harass any individual, or to threaten violence or any other criminal activity.



Don't publish any confidential information or personal data that could allow your charges or their family (or their friends) to be identified or located.



Don't behave unprofessionally in order to gain new followers. Don't copy content from other accounts without permission or directly encourage followers of other accounts to follow you.

Please ensure you are familiar with our [**Social Media Policy**](#) for Students and NQNs and ensure your behaviour on social media is always in line with the [**Code of Professional Responsibilities**](#)

If you'd like any advice or want to check if the content you plan to share is appropriate or you'd like to share occasional content from the Norland accounts (including anonymously), please contact the Marketing team at [**marketing@norland.ac.uk**](mailto:marketing@norland.ac.uk)

If you have any concerns about the misuse of social media, please report this to the Vice Principal at [**mandy.donaldson@norland.ac.uk**](mailto:mandy.donaldson@norland.ac.uk)

 [**/NorlandCollege**](#)

 [**@NorlandCollege**](#)

 [**@norlandcollege**](#)

 [**/Norland1892**](#)