

Social Media Guidance ± Think Before You Write

1. Scope

Posts can be dragged up years after publication, even after you think you

any commercially confidential information including that about or belonging to the University or its associated entities including subsidiary companies;

business strategy, intellectual property or plans for innovation, including that about or belonging to the University or its associated entities including subsidiary companies;

trade secrets including those belonging to the University or its associated entities including subsidiary companies;

details of complaints;

misleading or incorrect information;

the work of someone else without obtaining W K D W ~~Special~~ ~~Permit~~ ~~TV~~ ~~Express~~ ~~Permit~~;

personal information about another individual, including contact information, without W K D W ~~Special~~ ~~Permit~~ ~~TV~~ ~~Express~~ ~~Permit~~;

spam;

comments using fake accounts or using another person's name, and

