



**FutureLearn
Social Media and Acceptable Use
Policy**

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DOCUMENT INFORMATION AND VERSION CONTROL

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FutureLearn Social Media and Acceptable Use Policy

1.0 Policy Statement

1.1 This policy is in place to minimise the risks to FutureLearn through the use of social media. It applies to the use of social media for all business purposes, and for personal use where such use could impact the interests, reputation, operations, or relationships of FutureLearn.

1.2 FutureLearn encourages engagement, collaboration, and innovation through social media. When used appropriately, these platforms offer opportunities to share knowledge, celebrate success, and connect with our global community. However, users must be mindful of the risks and negative impact that inappropriate use may have on individuals and FutureLearn's reputation.

1.3 This policy sets out the standards expected of anyone using social media in connection with FutureLearn. It aims to protect individuals and FutureLearn by promoting the responsible, respectful, and secure use of all social media platforms.

1.4 This policy does not form part of any employee's contract of employment, or any student's contract with FutureLearn, and may be updated by FutureLearn from time to time.

2.0 Purpose and Scope

2.1 In this policy, social media refers to any online platform that encourages interaction and/or engagement, such as social networking sites, blogs, messaging platforms, discussion forums, in-game chat functions, and interactive apps or websites. Examples include, but are not limited to: Instagram, Facebook, LinkedIn, X (formerly Twitter), TikTok, Reddit, Threads, WhatsApp, and YouTube. New platforms and forms of social media may appear in the future, and these examples will be updated from time to time, but this policy applies to all social media use whether or not expressly listed in this paragraph.

2.2 This policy applies to:

- All FutureLearn staff, including permanent full-time and part-time employees, fixed term employees, as well as contractors, freelancers, agency and casual workers, volunteers, interns and any other individuals engaged in work on behalf of FutureLearn (collectively referred to as "staff" in this policy).
- All FutureLearn learners, including registered learners on FutureLearn-hosted courses, microcredential, bootcamp and degree students, paid course learners and subscribers, learners accessing FutureLearn content via partner institutions and alumni with access to FutureLearn's discussion spaces (collectively referred to as "students" in this policy).

- All FutureLearn partners, including educators and institutions contributing course content, guest contributors, partners with access to FutureLearn branded channels or communities, and anyone sharing or collaborating with FutureLearn on social media platforms, or engaged on FutureLearn business (collectively referred to as “partners” in this policy).

2.3 The policy applies to both professional and personal use of social media where FutureLearn is identified or reasonably associated with the user.

2.4 Any personal account that identifies the user as a FutureLearn employee or associate must clearly state that the views expressed are personal and do not represent those of FutureLearn.

3.0 Expected Standards of Behaviour

3.1 All individuals, including staff, students, and partners, are personally responsible for what they post or share online.

3.2 All content related to FutureLearn must:

- Be respectful, inclusive, and professional.
- Avoid offensive, discriminatory, harassing, or unlawful content.
- Never bring FutureLearn into disrepute.

3.3 Do not post:

- Confidential or commercially sensitive information.
- Staff, student or partner data without consent.
- Unauthorised brand content or FutureLearn trademarks.
- Content you don't have rights to (e.g. images, videos, music, or quotes).

3.4 In addition, recruitment or references must not be conducted via personal or unofficial accounts.

4.0 Intellectual Property

4.1 Only share content when you or your organisation, if acting as a partner of FutureLearn, have the necessary rights or permissions to do so, including all images, photographs, text and videos. Always credit the original source where appropriate.

4.2 Check the terms and conditions of a social media platform and/or website before uploading material to it, as some platforms may claim rights to any content uploaded to them. Care should be taken when sharing information, particularly if it involves content or intellectual property owned by FutureLearn.

4.3 FutureLearn is responsible only for content published through its official channels, not for personal content shared by colleagues. Partners are responsible for ensuring that any content they share reflects this policy.

5.0 Prohibited Use

5.1 Social media must not be used in any way that could damage the interests, reputation, operations, or relationships of FutureLearn, whether directly or indirectly.

5.2 You must not use social media to:

- Defame, misrepresent, or disparage FutureLearn, our staff, students, partners, or any third parties.
- Harass, bully, intimidate, engage in hate speech, or unlawfully discriminate against individuals or groups.
- Share false, misleading, or unverified information.
- Impersonate any individual or misrepresent your affiliation with FutureLearn.

5.3 Staff, students or partners must not speak on behalf of FutureLearn through social media unless you have been explicitly authorised to do so.

5.4 Partners must not use their affiliation with FutureLearn to share content or commentary that could damage FutureLearn's reputation or misrepresent its views.

5.5 Do not post or comment on sensitive business matters, including but not limited to:

- Financial performance
- Legal matters
- Internal operations or strategy
- Confidential or proprietary information
- Unreleased content or product development

5.6 FutureLearn's brand assets, including logos, trademarks, and visual identity must not be used in personal profiles, posts, or comments without prior written permission.

5.7 If you become aware of any misuse of social media in connection with FutureLearn, report it immediately to the Director of Marketing, Oana Joshi, oana.joshi@futurelearn.com and the Senior Social Media and Campaigns Manager, Sadiye Booker, sadiye.booker@futurelearn.com.

6.0 Personal Use of Social Media

6.1 While this policy primarily governs the use of official FutureLearn social media accounts, it also applies to personal use where such use may have an impact on FutureLearn's interests, reputation, operations, or relationships.

6.2 Individuals are expected to:

- Ensure personal posts do not disclose confidential information or breach privacy or intellectual property rights.
- Avoid making statements that could be interpreted as speaking on behalf of FutureLearn unless authorised to do so.
- Use disclaimers (e.g. "The opinions expressed are solely my own and do not reflect the views or opinions of my employer").
- Uphold the same standards of respect and integrity as outlined in section 3 ("Expected Standards of Behaviour"), even when using a personal account.

6.3 Misuse of social media in a personal capacity that negatively affects FutureLearn, its learners, or staff may result in disciplinary action under the appropriate policy.

7.0 Official FutureLearn Social Media

7.1 Only staff who have been explicitly authorised may post material on a social media platform in FutureLearn's name and on its behalf.

7.2 You must obtain approval before accessing, managing or creating any material posted to any social media accounts associated with FutureLearn, including sub-accounts or project-specific pages.

7.3 Any partner organisation managing a social media presence on behalf of or in collaboration with FutureLearn must follow the same approval and content standards outlined in this section.

8.0 Sub-Social Media Accounts and Security

8.1 Any request by staff or partners to create a sub-social media account such as a company page, community page, forum, or group must be submitted to the Social Media team for review and approval.

8.2 All sub-accounts must:

- Align with FutureLearn's brand guidelines.
- Be managed in collaboration with the Social Media team.
- Only publish content relevant to FutureLearn.

- Avoid promoting third parties without prior written approval.

8.3 The Social Media team reserves the right to monitor, edit, remove, or revoke access to sub-accounts at any time.

8.4 Account administrators are responsible for maintaining strong, secure passwords and must never share login details except with other authorised team members.

8.5 Passwords must be updated if there is a suspected or confirmed security breach.

8.6 The use of two-factor authentication (2FA) and a secure password manager solution, wherever practical, is strongly encouraged. This practice should be applied to all official and sub-social media accounts.

8.7 When a team member with account access leaves FutureLearn or no longer requires access, it is the responsibility of the account administrator(s) to remove their permissions and ensure that access remains limited to authorised staff only.

9.0 Monitoring

9.1 Where legally permitted, FutureLearn reserves the right to monitor the use of social media platforms for legitimate business purposes. This may include reviewing social media activity to ensure policy compliance and to investigate any suspected unauthorised or harmful use.

10.0 Accessibility and Inclusion

10.1 FutureLearn is committed to ensuring that all official and personal social media communications are accessible, inclusive, and respectful of diverse audiences.

10.2 When using social media, individuals are encouraged to:

- Use inclusive language that reflects and respects all people regardless of socio-economic background, identity, or ability.
- Ensure content is accessible where possible, including but not limited to:
 - Adding alternative text (alt-text) to images.
 - Using CamelCase for hashtags (e.g., #FutureLearnPolicy).
 - Including subtitles or captions on videos.
 - Avoiding flashing or auto-playing media.
- Refrain from posting content that could be discriminatory, exclusionary, harmful or offensive.

11.0 Breach of This Policy

11.1 Breach of this policy may lead to disciplinary action, up to and including termination of employment.

11.2 You may be required to remove content that we consider a breach of this policy. Failure to comply may in itself also result in disciplinary action.

11.3 Disciplinary action, up to and including termination of employment, may be taken for breaches of this policy, regardless of whether the use of social media occurred during working hours or on personal time.

11.4 Anyone suspected of committing a breach of this policy will be required to cooperate with any investigation.

11.5 In the case of partners or contributors, FutureLearn reserves the right to terminate agreements or collaborations in response to policy violations.

11.6 When a breach or suspected misuse is identified, either through monitoring or a report, FutureLearn may take the following steps:

- Initial review to determine whether a potential breach has occurred.
- Investigation which may involve collecting relevant evidence (e.g. screenshots, timestamps or communication).
- Interim actions, such as temporarily restricting access to official accounts or content if needed.
- Resolution which may result in informal warnings, training, disciplinary action, or termination of agreements.
- Notification where appropriate, to the relevant stakeholders or individuals affected.

11.7 All reports of misuse will be handled sensitively and in line with FutureLearn's relevant policies.

11.8 This policy generally, and Clause 12 in particular, does not apply to any act or statement that is protected under the Code of Practice on Freedom of Speech.

12.0 Review

12.1 This policy will be reviewed annually, or whenever business requirements, legislation, regulations change. Last reviewed November 2025.

13.0 Contacts and Support

13.1 Social Media Team

Name: Sadiye Booker

Job Title: Senior Social Media and Campaigns Manager

Email: sadiye.booker@futurelearn.com

13.2 For all social media-related queries, including but not limited to approval, questions, reporting content that may require escalation or if you have any questions about this policy or need support regarding social media use, please contact the Social Media team.

13.3 For all public relations enquiries, including media contact or external communications, please contact Hannah Agbeni, hannah.agbeni@futurelearn.com.

13.4 For anything else relating to brand, campaigns, or marketing activity, please contact lily.farahar@futurelearn.com and oana.joshi@futurelearn.com.

14.0 Related Policies and Guidelines

- [Sexual Misconduct, Bullying & Harassment](#)
- [Student Disciplinary Procedure](#)
- [Student Terms and Conditions](#)
- [Academic Partnerships & Due Diligence](#)
- [Student Whistleblowing Policy](#)
- [Staff Whistleblowing Policy](#)
- [Safeguarding & Prevent Duty Policy](#)
- [Code of Practice on Freedom of Speech](#)