

UCC CLUBS SOCIAL MEDIA POLICY



All Clubs are welcome to have social media such as Instagram, TikTok and Facebook to advertise their Club and attract new members. These must be used responsibly with regards to content and must comply with the policy set out below.

Responsibilities

- The Club's PRO is responsible for ensuring that all content posted on their social media pages and website comply with the UCC Clubs Social Media Policy.
- Clubs' Executive PRO is responsible for monitoring content posted by UCC Clubs.

Social Media Policy

As per the [UCC Social Media Policy](#), Clubs must not:

- Use social media to engage in any form of bullying or derogatory, discriminatory or illegal activity.
- Post material which could have the effect of damaging the reputation of the University or the privacy or reputation of any third party.
- Post material for the purpose of embarrassing people or which will bring that person into disrepute.

Clubs must ensure that information posted is accurate and not misleading.

Alcohol Policy

Promotion of alcohol through Club activity is strictly forbidden in UCC, as per the [UCC Alcohol Policy](#). As such, Clubs may not post photos, text, videos or other material on any platform that could be considered to promote the consumption of alcohol.

Use of Logos

1. The UCC Sport “Skull & Crossbones” logo (bottom left) may not be altered in any way, shape or form. It can only be backed on a red (#CE1F2C), black (#000000), or white (#FFFFFF) background. Clubs may not use an adapted version of the logo.
2. The UCC logo and crest (below middle and right) can be used alongside the UCC Sport Skull and Crossbones logo. This should be used where the official brand needs to be reflected which includes posters, printed material, websites, etc. In the case of competitive and non-competitive gear, the UCC Sport Skull and Crossbones (below left) must be used.

