

CODE OF CONDUCT FOR STUDENT AMBASSADORS

As a Student Ambassador for Loughborough University, I will:

- Be enthusiastic and positive about my experience at Loughborough University
- Support the Event / Initiative Lead and other staff delivering the event, by following instructions and setting a good example
- Treat others with respect, being inclusive of diversity and promoting equality, including gender, age, ethnic origin, religion and belief, sexuality, or disability.
- Do my utmost to ensure that all participants are included and valued, without making assumptions about their backgrounds.
- Approach my work in a professional manner

Professionalism and Reliability

I will:

- Be punctual for all events and activities I am involved in
- Inform staff if I am unable to attend prior to the event, giving at least 48 hours' notice (See Cancellations and Lateness section below)
- Present myself in a professional manner: wearing suitable clothing for my role, including a T-shirt / lanyard with identification badge if required.
- Avoid distracting clothing such as T-shirts with controversial slogans, revealing clothing
- Use appropriate language at all times (including during Event/Initiative set-up and take-down)
- Use my mobile phone only for emergencies or for communications directly related to the event
- Assume a no smoking policy unless told otherwise, and avoid smoking in front of people we work with: students and staff.
- Regard anything discussed in school and college staff rooms as confidential and not to be repeated outside.
- Inform staff of any concerns or difficulties in relation to your role, so that early support and advice as appropriate may be provided.
- Maintain confidentiality and adhere to data protection guidelines when handling personal / sensitive data

I will not report for work hungover / intoxicated.

Cancellations and Lateness (please also see disciplinary procedure below)

I will:

- Give as much notice as possible to staff that I have to cancel working on an event (at least 48 hours' notice).
- If I have to cancel within 48 hours, I will telephone and speak to a member of the team directly (so they can find a replacement)
NB: Please give notice of cancellation of a Monday morning event before 5pm on Friday.
- Contact staff if I am going to be late on the day of the event

Failure to give notice, as above will result in disciplinary action, further details below.

Loughborough University reputation and consumer rights

I will:

- Stay up-to-date with the University's key marketing messages, and be careful to share only accurate facts

- Take care not to raise expectations inappropriately when talking about elements of Loughborough University life may change annually, such as modules available, accommodation costs and financial support
- Not engage in smoking, drinking alcohol or any other activity which could bring disrepute to the University while wearing a Loughborough Student Ambassador T-shirt
- Post responsibly on social media if identifying as a Student Ambassador / representing Loughborough University. See guidelines listed in Appendix below

Health and Safety

I will:

- Safeguard my own health and safety, and that of others being careful to not put self / others at risk.
- Not administer First Aid, but instead notify a member of staff, unless, as a trained First Aider with a current certification, I identify a life threatening emergency.
- Inform staff of any medical issue / additional need if staff need to know about it for my safety or the safety of others
- Provide details of any accident or near miss so that this can be reported officially
- Follow manual handling guidelines provided in training

Safeguarding Children and Young People

I will:

- Never allow myself to be left alone with a young person (under 18 years of age) or arrange to meet young people outside the University event/initiative.
- Never initiate, or respond to inappropriate physical contact with young people or other members of staff
- Never exchange personal details with young people or link with them on social media
- Report any concerns regarding the welfare of a young person to the Event/Initiative Lead without delay
- Avoid taking photographs of young people during events on my own mobile phone or camera

Specific events/work may include further guidelines, and Student Ambassadors are expected to respect any guidelines provided by the specific Event/Initiative Lead, or any partner organisation, including school and college behavioural policies.

Pay and expenses

- Each Student Ambassador must fill in a first pay claim at the beginning of each academic year. It is the student's responsibility to ensure that all details are accurate.
- The number of hours worked each month by each Ambassador are collated by University staff and passed to the Finance Office as part of the monthly pay claim.
- Work undertaken in the first half of the month is usually paid in the following month. If an event falls after the 15th, the work will be included in the following month's pay claim, with payment made the month after that.
- Transport is usually provided for events delivered off campus. If a student is asked to travel independently, it is assumed that travel expenses will be claimed after the event, **from Loughborough University to the destination, and return**, and not from any other location, unless by prior agreement.

Disciplinary Procedure

Disciplinary action is rarely needed, as most Ambassadors take great pride in their work. However, failure to adhere to the above code of conduct will result in initiation of the procedure below. A three strike policy is in place. If you get **three strikes** throughout the duration of your employment, you will not be asked to work as a Student Ambassador again. A strike can be obtained from any of the following things:

- Arriving more than five minutes late to work on more than one occasion.
- Cancelling work without 48 hours' notice or a valid reason as illness / emergency / unexpected lecture reschedule)
- Cancelling work with less than 48 hours' notice and failing to telephone the office to give notice.
- Failing to arrive for work with no previous notice or explanation
- Reporting for work hungover / intoxicated
- Inappropriate language / behaviour (includes smoking, or drinking alcohol in public) when wearing your Ambassador T-shirt or other uniform
- Receiving bad feedback from a member of staff, the public, or a fellow Student Ambassador on more than one occasion
- Consistently using a mobile phone while working, beyond the agreed work-related or emergency usage
- Being seen to give a negative view of the University while working, including through social media
- Breach of confidentiality particularly if in relation to a young person's welfare
- Gross misconduct, which can lead to immediate dismissal.

If any of these circumstances or any other gross or consistent breach of the code of conduct arise, they will be investigated fully. Student Ambassadors will be called to an individual meeting to discuss the issue. A strike will be logged against your Student Ambassador record. If a student receives three strikes they will be dismissed from the Student Ambassador team.

DECLARATION

1. **I confirm I have read, understood and agree to follow the Loughborough University code of conduct for Student Ambassadors.**
2. **I certify that I am not on the Barred list and have no spent or current convictions relating to children and am willing to undergo a Disclosure and Barring Scheme (DBS) check.**
3. **I give my consent to my photograph being taken and used by Loughborough University for University recruitment material, internal and external publications, University intranet and internet.**

Appendix: Social Media Guidelines



If a Student Ambassador is posting to social media as part of, or in response to, their role as an Ambassador, they shall be subject to the University's social media guidelines for staff, as below.

Social Media and University Policy

All content published by staff on official social media channels is subject to the University's employee policies and procedures. You should take particular note of the IT Acceptable Use Policy, which is available on the [IT Services website](#).

It is important that you don't publish personal or confidential information about students, University staff, alumni, or stakeholders: be aware of the University [Data Protection Policy](#). Always use discretion, thoughtfulness and respect for your colleagues, students and the University's stakeholders.

When publishing photographs on social media channels care should be taken to ensure that whenever possible, individuals featured in those photographs give their consent to publication.

Confidential or commercially sensitive information about the University should not be shared through the use of social media. You should avoid discussing or speculating on internal policies or matters.

The University does not monitor personal sites but will work with colleagues across the University (including Student Services, IT Services and Public Relations) to address issues that are in conflict with the University's policies and procedures.

Publishing to Social Media channels

- **Think twice before posting.** If you wouldn't put it in an official email or a press release, don't publish it online. Get a second opinion if you are in doubt.
- **Check accuracy.** Check facts, dates, grammar and spelling before publishing. Get these checked by a second pair of eyes if possible.
- **Use a good standard of English at all times.** Read our writing for the web guidelines. Write for a wide audience. Don't use 'text' speak to shorten words e.g. pls or thx.
- **Use appropriate voice and tone.** Your voice and tone needs to communicate to your audience. Although social media is generally a more informal environment remember that you are representing the University so should retain a professional and friendly approach.
- **Be transparent about who you are.** If you are posting in an official role or about the University in a personal capacity make your Loughborough University affiliation known.
- **If you make a mistake, be honest about it.** Acknowledge the mistake, correct it as quickly as you can and react interactively and politely to any responses received as a result of the error.
- **Deal with critical comments appropriately.** Responding to comments that are critical of individuals, Schools and Departments or the University in general should be carefully considered. It is advisable to contact the University web team or Public Relations Office prior to making any response public. While it is important to respond to criticism quickly you should avoid 'knee-jerk' responses.
- **Know your audience.** It's important to stay relevant and on-topic. Stick with the key messages and content area you identified in your social media plan.
- **Follow copyright, fair use and intellectual property rights.** Be aware that in some cases content published to a social media network becomes the property of the platform owner.
- **Be aware of the terms and conditions of social media sites.** Certain behaviours (such as how you manage a competition) could see your channel closed down if you invalidate the terms of that site. You may also be ceding ownership of any material you post to that site.