



The British Association of Lecturers  
in **English for Academic Purposes**

## **Social Media Policy**

### **1. Policy Statement**

BALEAP supports the professional development of those involved in learning, teaching, scholarship and research in English for Academic Purposes (EAP). Our work is built on four core values: professionalism, development, collaboration and inclusivity.

The BALEAP discussion list and social media platforms play a vital role in BALEAP's ability to provide a global forum for EAP professionals enacting our principles of collaboration and development.

### **2. Scope and Purpose**

BALEAP's social media policy aims to ensure that all interactions on the members' discussion list and on public social media platforms promote our four core values, uphold the spirit of our EDI statement and align with our Dignity and Respect Policy.

This policy applies to all those who engage in BALEAP channels of communication (e.g. the discussion list and public BALEAP social media platforms) and any BALEAP SIG channels of communication or forums.

### **3. Responsibilities**

In line with our Dignity and Respect Policy, all members of BALEAP have a responsibility to engage in social media and the discussion list in a way that fosters a positive professional culture which supports freedom of thought and expression within the law, within a framework of respect for the rights of other people. In particular:

- Information that is retweeted or forwarded on the discussion list should aid in the advancement of learning, teaching, and research in the field of EAP for the benefit of the public and the BALEAP membership. Retweeting or forwarding information on the discussion list is not considered as an endorsement by BALEAP.
- Member and public posts and contributions should be relevant to the aims of BALEAP and the interests of its members.
- Communication between members, the public and BALEAP should be respectful and professional at all times, in line with our Dignity and Respect Policy, and uphold BALEAP's values and ethics as expressed in our EDI statement and our articles of association. Whilst critical debate is encouraged, contributions should not become personal or hostile or attempt to incite prejudice or hatred of any kind.
- Users should not post content that could be interpreted as discriminatory against, or bullying or harassment of, any individual. For example:



## The British Association of Lecturers in English for Academic Purposes

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief;
- using social media to bully another individual or group of individuals;
- posting images that are discriminatory or offensive or links to such content.

In moderated forums, BALEAP also recognises the potential impact of trolling or negative posts on moderators and so encourages users of BALEAP social media and communication platforms to remain respectful and aware of all involved.

BALEAP reserves the right to withdraw support for, remove, or not publish any posts or communications that do not comply with this social media policy.

Please report any incidents or potential breaches of this policy using the BALEAP Complaints Procedure.

### VERSION CONTROL - Approval and Review

Version No	Approved By	Approval Date	Main Changes	Review Period
1	BALEAP Exec	6th March 2025		2028