Service Level Agreement for Social Media

Birmingham City University social media accounts are monitored during University office hours (9am to 5pm Monday to Thursday and 9am to 4.30pm GMT on Fridays).

The University will endeavour to respond to social media enquiries during office hours, with messages posted out of hours being dealt with on the first working day after they have been received.

In the event of an Open Day, social media accounts will be monitored for its entire duration (Open Days are normally held on Saturdays from 9am to 3pm).

There will be periods in the academic year in which social media accounts will be monitored out of hours, especially during Clearing. The University will be able to respond to your Clearing Enquiries via social media during the Clearing Hotline opening hours (these can be found on our website around mid-August).

Birmingham City University is closed between Christmas and New Year's Day. During our closure, we will not answer to enquiries on social media but we will post messages to remind people of the closure. We will do our best to respond to enquiries from 2 January onwards.

The University makes use of tools to schedule social media posts. This means posts may be published out of hours, however we will only deal with enquiries during office hours. In cases in which we are reporting on events out of core hours via social media, we shall engage with posts related to these.

In the event of an emergency, Birmingham City University will make use of its social media accounts to warn people and send updates. In this type of situation, we will run an out of office service. However, the University will only deal with issues related to the emergency during this period. Other types of enquiries will be addressed as soon as possible during office hours.

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