



Policy Document

Social Media Policy

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READ College Social Media Policy

1 Policy statement

- 1.1 Like many businesses and organisations, Read Dance and Theatre College uses social media to help promote its work. We encourage staff and students to share their experiences with the wider community via our social networking sites, blog, film and photo sharing sites. This policy is designed to help avoid situations that could have a detrimental effect on the college, and also on staff or students themselves. We expect all staff and students to adhere to this policy at all times.
- 1.2 This policy does not form part of any employee's contract of employment, or any part of a freelance tutor's service level agreement, or any part of a student's terms and conditions of enrolment, and it may be amended at any time.

2 Who is covered by the policy?

- 2.1 This policy covers all individuals including trustees, management, employees, freelance tutors and students at Read College (collectively referred to as **members of the college** in this policy).

3 Scope and purpose of the policy

- 3.1 This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Wikipedia, all other social networking sites, and all other internet postings, including blogs.
- 3.2 It applies to the use of social media for both business and personal purposes, whether during office hours or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to members of the college.
- 3.3 Breach of this policy may result in disciplinary action under our Discipline Policy. Disciplinary action may be taken regardless of whether the breach is committed during college hours, and regardless of whether our equipment or facilities are used for the purpose of committing the breach. Any member of the college suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.

- 3.4 Member of the college may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

4 Personnel responsible for implementing the policy

- 4.1 Our board of trustees (the board) has overall responsibility for the effective operation of this policy, but has delegated day-to-day responsibility for its operation to the Faculty Directors. Responsibility for monitoring and reviewing the operation of this policy and making recommendations for change to minimise risks also lies with the Faculty Directors.
- 4.2 All members of the college are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media, or questions about this policy should be referred to Jamie Read (Faculty Director with direct responsibility for marketing).

5 Compliance with related policies and agreements

- 5.1 Social media should never be used in a way that breaches any of our other policies, for example our Discipline Policy pertaining to online bullying or bringing the college into disrepute.
- 5.2 Members of the college who breach any of the above policies will be subject to disciplinary action up to and including exclusion.

6 Personal use of social media

We recognise that members of the college are here for long hours and occasionally may desire to use social media for personal activities at the college or by means of our computers, networks and other IT resources and communications systems. We authorise such occasional use so long as it does not involve unprofessional or inappropriate content and does not interfere with your responsibilities or productivity. While using social media at college, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organisations unrelated to the organisation's business are also prohibited.

7 Monitoring

- 7.1 The contents of our IT resources and communications systems are our property. Therefore, members of the college should have no expectation of privacy in any message, files, data, document, facsimile, telephone conversation, social media post conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on our electronic information and communications systems.
- 7.2 We reserve the right to monitor, intercept and review, without further notice, activities using our IT resources and communications systems, including but not limited to social media postings and activities, to ensure that our rules are being complied with and for legitimate purposes and you consent to such monitoring by your use of such resources and systems.
- 7.3 We may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice.

8 Business use of social media

- 8.1 If your duties require you to speak on behalf of the college in a social media environment, you will be authorised to do so by the Faculty Directors.
- 8.2 Likewise, if you are contacted for comments about the organisation for publication anywhere, including in any social media outlet, direct the inquiry to Jamie Read and do not respond without written approval.
- 8.3 The use of social media for business purposes is subject to the remainder of this policy.

9 Responsible use of social media

- 9.1 The following sections of the policy provide members of the college with common-sense guidelines and recommendations for using social media responsibly and safely.
- 9.2 Protecting our reputation:
- 9.2.1 Members of the college must not post disparaging or defamatory statements about:
- (a) our organisation;

- (b) our staff or students;
- (c) other schools and colleges in our industry; and
- (d) other affiliates and stakeholders,

but staff should also avoid social media communications that might be misconstrued in a way that could damage the college's reputation, even indirectly.

- 9.2.2 Members of the college should make it clear in social media postings that they are speaking on their own behalf. Write in the first person and use a personal e-mail address when communicating via social media.
- 9.2.3 Members of the college are personally responsible for what they communicate in social media. Remember that what you publish might be available to be read by the masses (including the college itself, future employers and social acquaintances) for a long time. Keep this in mind before you post content.
- 9.2.4 If you disclose your affiliation as a student or staff member at Read Dance and Theatre College, you must also state that your views do not represent those of your college/employer. For example, you could state, "the views in this posting do not represent the views of my employer". You should also ensure that your profile and any content you post are consistent with the professional image you present to colleagues and other students alike.
- 9.2.5 Avoid posting comments about sensitive business-related topics, such as our performance. Even if you make it clear that your views on such topics do not represent those of the organisation, your comments could still damage our reputation.
- 9.2.6 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with the General Manager.
- 9.2.7 If you see content in social media that disparages or reflects poorly on the college or our staff/students, you should contact the Faculty Directors. All members of the college are responsible for protecting our industry reputation.

9.3 Respecting intellectual property and confidential information:

9.3.1 Members of the college should not do anything to jeopardise intellectual property through the use of social media. This might include specifics of course delivery or planned developments at the college.

9.3.2 In addition, members of the college should avoid misappropriating or infringing the intellectual property of other companies and individuals, which can create liability for the college, as well as the individual author.

9.3.3 Do not use our logos, brand names, or slogans or post any of our confidential or proprietary information without prior written permission.

9.3.4 To protect yourself and the organisation against liability for copyright infringement, where appropriate, reference sources of particular information you post or upload and cite them accurately. If you have any questions about whether a particular post or upload might violate anyone's copyright or trademark, ask the Faculty Directors before making the communication.

9.4 Respecting colleagues, clients, partners and suppliers:

9.4.1 Staff members, whether employed or freelance, are not to become 'friends' on Facebook or other direct social networking sites, and should not to make direct personal contact with students using social media, whether publicly or through private messaging. If a student requests you as a 'friend' on Facebook or sends you private or public social media messages, you should decline and direct them to this policy. We understand that students are likely to follow staff members on sites like Twitter and Instagram, and under such circumstances your attention is drawn to the remainder of this policy in terms of content and representation.

9.4.2 Do not post anything that your colleagues or our students, staff, other schools and colleges or other stakeholders would find offensive, including discriminatory comments, insults or obscenity.

9.4.3 Do not post anything related to our students, staff, other schools and colleges or other stakeholders without their written permission.

- 9.5 Staff are invited to comment on this policy and suggest ways in which it might be improved by contacting the Faculty Directors.