



ORBIT TVET COLLEGE

SOCIAL MEDIA POLICY

The following policy section (8) is extracted from the Corporate Communications Media Policy approved November 2018 with selected bullets aiming to make students and employees aware of repercussions associated with the abuse of the College name, logo and/or image on unauthorised social and e-media networks.

8. SOCIAL AND E-MEDIA

8.1 It is the policy of the College to allow freedom of expression and the right of association. However, users of social and e-media are expected to exercise these rights in a responsible manner so as not to harm the image and reputation of the College or any other party in any way.

8.4 The College website and social network profiles which include the College Facebook Page, Twitter, YouTube and Instagram accounts must be centrally maintained by the Corporate Communications Unit at Central Office and must be regularly updated to reflect accurate, relevant information

8.5 No staff member or student (enrolled, prospective or former) is allowed to create or participate in a social media profile in the name of the College or any of the College sites or make unauthorised use of the College logo on any social media network (e.g. Facebook, Twitter etc.). Failure to comply may result in a disciplinary action.

8.10 Any student or employee of the College who is guilty of any of the following will be subjected to a disciplinary process which may result in dismissal/expulsion of the offender:

8.10.2 Using social media to make unfounded accusations, spreading of gossip and lies which may be regarded as defamatory

8.10.3 Posting anything (text, photos etc.), on the College page, other or personal social media profiles (Facebook, Twitter, You Tube, Instagram, WhatsApp, etc.) that instigates or promotes discrimination based on race, gender, language, culture, disability or religion or partaking in discriminatory, defamatory, racist or sexist language, behaviour or action or any act which may promote/instigate racial tension or disharmony

8.10.4 Making or publishing defamatory statements on social media concerning an employee, a student, the College and/or any of its services, products, policies, etc. which is confidential, false, insulting, vicious or malicious

8.11 Using social media to incite other persons to violence, disobedience or to bridge rules, regulations, procedures or agreements and generally bring the good name of the College into disrepute.

8.12 Personal use of social media must be conducted in a manner that indicates no link or association with the College. The College will, however, take the necessary steps should users make use of social media in a manner that has a direct, indirect or potential impact on the reputation or interests of the College