Responsible Use of Social Media Policy

The College of Magic realises that social media is a very valuable networking tool for communicating with volunteer staff/employees, current students and their parents/guardians, potential families, and graduates. Social media is also a valuable educational tool and, as a teaching organisation the College of Magic uses various social media sites including, but not limited to; Facebook, WhatsApp, Instagram and Zoom to improve communication between the various parts of the teaching/learning community and, to achieve teaching outcomes. The content posted or communicated on these sites may include photos, videos, marketing material, everyday College activities, educational activities and more.

If not used responsibly, social media poses certain risks. It is important for the College to protect itself and the individuals associated with the College from the potential risks that social media can pose on a professional and personal level. This policy has therefore been created to ensure the safe use of social media, and to encourage its effective use to expand the College's reputation.

At the College of Magic, we foster an open and expressive environment, and respect every individual's right to freedom of speech. However, as a teaching organisation, we feel that we must remind all students, volunteer staff/ employees and parents/guardians of their obligations as citizens of South Africa, to ensure that all communication on social media is lawful, does not cause harm and does not infringe on the rights of others (eg. their rights to reputation, dignity and privacy). Sometimes this may mean that your right to freedom of speech is limited. This is not a limit imposed by the College, but by the South African Constitution. (See the link to *South African Bill of Rights*)

The College of Magic needs to establish clear Policies and Guidelines which are acceptable to the College, the volunteer staff/ employees, parents/guardians and students. The College has championed the use of IT as an element of our teaching and learning practice both in the delivery of the curriculum and attendant administration of education. The Policies and Guidelines laid out in this document serve to both encourage and extend the use of these media in constructive and educative ways, as well as limiting and containing the possibilities of destructive, or counter-productive instances.

Definition of social media

For purpose of this policy, "social media" means any facility/ network that enables

multi-directional online conversation or publication. Including, but not limited to; emails, SMS, WhatsApp, Microsoft Teams, emails, blogs, forums, platforms such as Facebook, Google, Instagram, Snapchat, Twitter, Live.ly, Music.ly, YouTube, Gaming platforms (including games on X-box and PlayStation, etc.) and any other forms of communication now and in the future classified or generally regarded as social media.

Policy

This Policy applies to all sectors of the College – volunteer staff/ employees, administrators, Parents/Guardians and students at the College of Magic.

- You can only use the College logo if you have written permission from the CEO or Director to do so.
- You may not create accounts that appear to belong to the College, without permission from the Senior Management/ CEO.
- When you are using or allowing the use of social media in College work, either in classrooms or as required work outside of classrooms, you should regard participation in such online media as an extension of the classrooms and anything which is permitted in class is acceptable online, and anything which would be unacceptable in a classroom should also be unacceptable online.
- You must not create, post, associate yourself with (i.e. by being in the chain of publication for) or send any content that includes the following:
    - In particular any bullying, insulting, racial or sexist language, or derogatory or offensive comment is forbidden, as is any practice which is at odds with the College's values and practices.
    - Content that may be used for unlawful purposes, or that aims to assist with unlawful conduct;
    - Content that includes any threats of violence or harm of any type;
    - Content that amounts to hate speech i.e. speech that discriminates on prohibited grounds such as gender, ethnicity or sexual orientation;
    - Content that is obscene, violent or pornographic;
    - Content containing communications or images which may be defamatory (i.e. saying something bad about someone/an organisation) or violating the rights of another party;
    - Content containing offensive, abusive, harassing or harmful communications;
    - Content that is untrue or that is designed to mislead other people;
    - Content that discloses private information about the College, our students or our volunteer staff/ employees;
    - Content that is detrimental to the College, or any of its volunteer staff/ employees, students or parents/guardians; and
    - Content that infringes on the intellectual property rights of another party.
- Nothing should take place online which might bring the College into disrepute.
- You should not abuse any privileged or confidential information that you might have access to in any way, in private social networking media.

- Where volunteer staff/ employees, parents/guardians, administrators or students are engaging in online activities outside of direct classroom, they must remember that social media are by their very nature public documents, and appropriate care needs to be taken when using them.
- Where you are identified with the College and are engaged in an inappropriate fashion, the College may intervene to prevent reputational damage to the College. Such abuse of the media could result in disciplinary action.
- Where you are identified with the College and are engaging in an inappropriate fashion, the College will intervene to prevent damage either to the College or to the individuals involved. When a minor conducts him/herself inappropriately, without being identified as connected with the College, the parents/adults must accept the roles in managing the private activities of their child/ren. They should not expect the College to police the private and out of College activities of students of the College; but the College might choose to intervene in such situations if it is in the best interests of the child to do so.
- You may only take pictures, video recordings, voice recordings or other recordings of students, other parents or volunteer staff/ employees, with the knowledge of the individuals in the pictures or recordings. If you have previously taken and/or posted a picture, video recording, voice recording or other recording of another individual and they ask that you delete/remove it, you must do so immediately (unless it contains evidence of wrong doings).
- Should you become aware of any incidences of bullying, harassment, sexting or other inappropriate communications concerning or involving any student or other individual associated with our College, this needs to be reported to a senior member of staff or HR employee immediately.
- You may not use College social media channels (eg. College WhatsApp Groups, the College's Facebook page, etc.) for any advertising that is not related to the College of Magic. College social media channels are solely for the purpose of College related material and advertising.

Guidelines for the use of social networking sites by professional volunteer staff/employees

- Volunteer staff/Employees should be aware of the effect that their actions may have on their images, as well as the Colleges' image. The information that volunteer staff/ employees post or publish may be public information for a long time.
- Volunteer staff/ Employees should be aware that the College may observe content and information made available by volunteer staff/ employees through social media. Volunteer staff/Employees should use their best judgment in posting material that is neither inappropriate nor harmful to the College, its volunteer staff/ employees, or clients.
- Although not an exclusive list, some specific examples of prohibited social media conduct

include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.

- Volunteer staff/Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, volunteer staff/employees should check with Senior Manager/ CEO.

- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Volunteer staff/Employees should refer these inquiries to Senior Management/CEO.

- If volunteer staff/employees find or encounter a situation while using social media that threatens to become antagonistic, volunteer staff/employees should disengage from the dialogue in a polite manner and seek the advice of Senior Management/ CEO.

- Volunteer staff/Employees should get appropriate permission before referring to or posting images of current or former volunteer staff/employees, members, vendors or suppliers. Additionally, volunteer staff/employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

- Social media use should not interfere with volunteer staff/employee's responsibilities at the College. The College of Magic computer systems are to be used for business purposes only. When using College computer systems, use of social media for business purposes is allowed (eg: Facebook, Twitter, College of Magic blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged.

- Subject to applicable law, after-hours online activity that violates College Code of Conduct or any other company policy may subject a volunteer staff/employee to disciplinary action or termination.

- If volunteer staff/employees publish content after-hours that involves work or subjects associated with the College, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent the Colleges' positions, strategies or opinions."

- It is highly recommended that volunteer staff/employees keep College related social media accounts separate from personal accounts, if practical.

- Volunteer staff/ employees may accept students as friends on personal social networking sites if this is to interact with students of the College in a professional, safe and positive capacity. Remember that people classified as "friends" have the ability to download and share your information with others.

- Post only what you want the world to see. Imagine your colleagues, your students, or their parents visiting your site. It is not like posting something to your web site or blog and then realising that a story or photo should be taken down. On a social networking site, once you post something it may be available, even after it is removed from the site.

- Do not discuss/insinuate students or co-workers or publicly criticise College policies or volunteer staff/employees.

- Be aware of your profile's security and privacy settings. At a minimum, volunteer staff/employees should have all privacy settings set to "only friends".
- "Friends of friends" and "Networks and Friends" open your content to a large group of unknown people. Your privacy and that of your family may be at risk.
- Do not say or do anything that you would not say or do as a volunteer staff/ employee in the classroom. (Remember that all online communications are stored and can be monitored.)
- Exercise caution with regards to exaggeration, colourful language, guesswork, obscenity, copyrighted materials, legal conclusions, and derogatory remarks or characterisations.
- Weigh whether a particular posting puts your effectiveness as a volunteer staff/employee at risk.
- Due to security risks, be cautious when installing the external applications that work with the social networking site. Examples of these sites are calendar programmes and games.
- Run updated malware protection to avoid infections of spyware and adware that social networking sites might place on your computer.
- Be careful not to fall for phishing scams that arrive via email or on your Facebook wall, providing a link for you to click, which leads to a fake login page.
- If a volunteer staff/employee learns of information, on the social networking site, that falls under the mandatory reporting guidelines, they must report it as required by law.