



Use of Social Media Policy

1. Purpose

This policy sets out King's Own Institute's (KOI's) principles and expectations of Staff, Students and Affiliates with regard to publication, posting of content and other activity on Social Media Sites, particularly where there is an identifiable connection with KOI (regardless of whether the posting is on a KOI Social Media Site or on an external site). The principles and expectations of this Policy provide KOI with an effective way to manage, monitor and maintain use of social media for its Staff, Students and Affiliates, supporting them to participate meaningfully and respectfully in all aspects of social media.

Social media has become an essential tool for communication and outreach for educational institutions, and King's Own Institute recognises the importance of social media in reaching out to its students and external stakeholders. In order to maintain a professional and effective social media presence, this social media policy has been established.

2. Scope

This policy applies to all Staff, Students and Affiliates who:

- create content and social media sites on behalf of KOI;
- post content on social media platforms that are managed, owned or controlled by KOI;
- act, or purport to act, as an authorised representative of KOI via any social media platform;
- use social media as a communication tool using computers and personal devices that are or can be linked to KOI's IT systems;
- use social media in a personal capacity and identify their connection with KOI; or
- where the use of social media may adversely impact or affect KOI, including Staff, Students and Affiliates.

This Policy does not apply to:

- the use of social media where there is no identifiable connection with KOI, its Staff, Students or Affiliates;
- any communications which are made in a private and personal capacity, unrelated to KOI, KOI's affiliations or KOI's activities, and, which do not use KOI's ICT and network infrastructure.

3. Related Documents

This Policy is to be read in conjunction with:

- Student Code of Conduct
- Code of Conduct (Staff)
- Staff Handbook
- Provision and Acceptable use of IT Policy
- Complaints and Appeals Policy (for students)
- Staff Complaints Policy
- Discipline Policy
- Whistleblower Policy
- Student Non-Academic Misconduct Policy
- Prevention and Resolution of Bullying, Discrimination and Harassment Policy
- Prevention and Resolution of Sexual Assault and Sexual Harassment Policy
- Privacy Policy
- Documents and Records Control Policy

4. Definitions



<i>Affiliates</i>	An Affiliate is a person (other than a Staff member or Student) who is affiliated with KOI in any capacity and is bound to comply with KOI's policies while that affiliation exists.
<i>Official Capacity</i>	Use of social media as an official or authorised representative of KOI in the conduct of any activities associated with KOI.
<i>Official Social Media Site</i>	Means any social media account or platform that uses KOI's logo and/or name, and represents KOI.
<i>Personal Capacity</i>	Use of social media in a capacity other than an Official Capacity.
<i>Social Media</i>	Social media are websites, online digital platforms, and online applications that are designed to enable KOI Staff, Students and Affiliates to create, share, and exchange information, ideas, and content with others in online communities and networks. Social media enables individuals to connect and interact with one another, share content such as photos, videos, and text, and engage in real-time conversations. Social media may include but is not limited to: • Social networking sites (e.g.: Facebook, LinkedIn, Instagram) • Video and photo sharing website (e.g.: YouTube) • Reviews and discussion boards (e.g.: Google) • Apps or applications (e.g.: WhatsApp, WeChat) • Any other websites that allow individual users or organisations to post comments to the web to discuss KOI activities.

5. Policy Statement

KOI:

- encourages and supports the ideal of Staff, Students and Affiliates who, through social media, are participating in the sharing of information, opinions and ideas that showcase the KOI's academic expertise and the delivery of learning and support services, or otherwise contribute to public discourse;
- expects that the same high standards of communication, behaviour and conduct are observed and complied with online as those standards that are expected personally in the workplace and/or in the study environment;
- recognises the power of social media to communicate beyond traditional audiences and provide flexible teaching and learning opportunities;
- sees the benefit of enabling Staff, Students and Affiliates to engage with a wide audience to exchange publicly available information and ideas; and
- understands social media provides communication options across multiple platforms.

KOI understands that there are risks associated with the use of social media, and requires that all Staff, Students and Affiliates act professionally, responsibly and respectfully when using social media in any capacity that may be linked with KOI.

6. Risks Associated with the Use of Social Media

KOI recognises the value and benefits of social media, but is also cognisant of the associated risks. All users of social media have a responsibility to know and understand these risks, and to take steps to minimise the damage that can be caused. These risks include, but are not limited to:



- Fraud
 - Identity theft involving stealing KOI's or individual's identity to defraud victims in the name of KOI;
 - Financial loss or extortion
 - Bullying, discrimination or harassment, including sexual harassment
 - Causing mental health issues
 - Reputation damage due to content shared being offensive, controversial or inappropriate;
 - Insecure data leading to theft of personal and other confidential information
 - Publication of unauthorised content, with associated legal consequences
 - Compliance breaches, resulting in regulatory penalties
 - Negative feedback
 - Legal action taken through the criminal or civil courts due to KOI or KOI personnel posting inappropriate content via KOI official social media sites, for e.g.; defamation suits, copyright infringement etc.

7. Guidelines on use of Social Media for KOI

The following expectations apply to all Staff, Student and Affiliates' use of official or personal social media where there is an identifiable connection with KOI:

Respect KOI: All social media communications should reflect the KOI's mission and values. Employees should always identify themselves as representatives of the KOI, and should avoid making statements that could reflect poorly on KOI.

Be professional: Posts should be written in a professional tone, free of profanity, discriminatory language, and personal attacks. Any negative comments or complaints about KOI should be handled professionally and in accordance with the Complaints and Appeals Policy (for students) and Staff Complaints Policy.

Keep content accurate and up-to-date: All content posted on social media by KOI should be accurate, informative, and up-to-date.

Protect personal information: Employees should never disclose confidential or personal information about students, colleagues, or KOI, without proper consent or unless authorised by the KOI's senior management.

Adhere to copyright and intellectual property laws: Employees should not post copyrighted material or infringe on the intellectual property rights of others.

Monitor social media accounts: Employees who manage official KOI social media accounts should regularly monitor their accounts for any questions or concerns from the students or external stakeholders and should respond in a timely manner.

Report inappropriate content: If employees encounter inappropriate content on social media related to KOI, they should report it to the KOI's Marketing Director. If the comment or feedback requires further attention, such as a serious complaint or legal issue, Marketing Director should escalate it to the appropriate department or individual within KOI.

Take the conversation offline: If the issue is complex or sensitive, it may be better to take the conversation offline. Provide contact information for the appropriate department or individual to handle the issue, and follow up with the person who made the negative comment.

Document all interactions: Document all interactions with commenters and feedback to ensure that any actions taken are consistent and to provide a record of the communication.



Review and improve the process: Regularly review the process for dealing with comments and feedback to ensure that it is effective and identify areas for improvement.

Use the situation as an opportunity to improve: Negative comments can be seen as an opportunity to learn and improve. KOI should use the feedback to identify areas for improvement, and take steps to address the issue.

KOI will monitor external Social Media Sites when it becomes aware of postings that may:

- be in breach of this policy;
- threaten or incite harm to Staff, Students, Affiliates or facilities; or
- any postings that threaten KOI's reputation, particularly where that posting is false or misleading.

8. Use and Management of Official Social Media Sites

The following principles and expectations apply to the use and management of Official Social Media Sites:

- The Marketing Director is responsible to ensure that all Official Social Media Sites are branded consistently and in accordance with KOI expectations and requirements. The Marketing Director has the authority to designate administrative functions to individual KOI staff members to enable them to manage KOI's Official Social Media Sites. Only the Marketing Director and designated persons have the authority to post approved KOI material and communications on an Official Social Media Site.
- The Marketing Director has the responsibility for ensuring that branding of material posted on Official Social Media Sites is in accordance with approved KOI branding requirements, that the brand messaging is consistent, and that all materials posted are of high quality and are kept current and relevant. The Marketing Director is also responsible to ensure that branding of emails and official messaging services are consistent with approved KOI branding requirements.
- The Marketing Director to ensure that all KOI material posted on Official Social Media Sites must be approved prior to posting. Any accounts, pages or platforms that are unauthorised and represent KOI will be subject to review and reported to the relevant authority to be removed. Unofficial social media presences that are not approved by KOI must not use the KOI brand, and those that purport to represent KOI are in breach this policy.
- Responsibility for monitoring communication rests with the person delegated by the Marketing Director to manage a specified Official Social Media Site. Staff who manage Official Social Media Sites should frequently (at least daily) monitor their accounts for any questions or concerns from Students or external stakeholders and should respond in a timely manner.
- The Marketing Director should liaise with IT teams to ensure any cyber risks and threats to the third-party social media sites in use by KOI for official purposes, are adequately mitigated and proper internal controls have been implemented in the event of cyber-attacks.

9. Complaints Handling Process regarding the use of Social Media

Any person can report content on social media that they consider to be inappropriate in the first instance to:

Director, Marketing: To ensure an effective and efficient response to incidents of inappropriate content on social media, all Staff, Students, and Affiliates report all incidents to the Marketing Director in the first instance, as they moderate the Official Social Media Sites. The Marketing Director will then direct or escalate the complaint to the relevant department, depending on the nature and severity of the incident, for prompt and appropriate action to be taken. This process will ensure that incidents are addressed in a timely and professional manner, with the right resources allocated to handle relevant situation.



The Director, Marketing may forward the complaint, depending on the circumstances to:

HR Manager: If the matter is related to bullying, harassment, discrimination, sexual assault, sexual harassment or any incidents impacting or involvement of a member of Staff, the HR Manager will be involved. The HR Manager will formally report the incident using the relevant complaints policy and related procedures, such as the Staff Complaints Policy. Incidents such as cyber-bullying, that are covered by the Prevention and Resolution of Bullying, Harassment and Discrimination should be reported in accordance with that policy. Incidents, such as cyber-stalking, which are covered by the Prevention and Resolution of Sexual Assault and Sexual Harassment should be reported in accordance with that policy.

Student Services Manager: If the matter involves student complaints, it will be directed to the Student Services Manager. The Student Services Manager will handle the matter according to the Student Complaints and Appeals Policy. The Student Services department will work closely with the relevant parties to address the complaint and ensure that the outcome is communicated to the student.

Director, IT: If the matter is related to cyber-attack, Phishing attacks and scams, ransomware and the like it will be reported to the IT Manager.

CEO and President: Serious breaches, including any that may have legal implications, both criminal and civil, or involve the welfare or health of the affected person or if the matter is detrimental to KOI's reputation, the Marketing Director should escalate it to the CEO and President. The CEO, Dean and President, and, upon delegation, the Senior Executive Group, will be responsible for handling the matter according to the agreed management resolution plan.

The CEO and President will immediately inform both the Chair of the Council and the Chair of the Audit and Risk Committee of serious breaches of the Social Media Policy to determine the appropriate actions.

10. Roles and Responsibilities

The CEO and President has overall responsibility for the security of data held by KOI, and safety and wellbeing of Staff, Students and Affiliates engaged in activities at KOI. The CEO, Dean and President will act with regard to breaches of the social media policy in accordance with the appropriate policy, depending upon the nature of the breach.

The Director, Marketing has the responsibility to ensure that:

- the content of Official Social Media Sites is authorised and in accordance with KOI branding requirements.
- The content of and communication on Official Social Media Sites is in accordance with this policy.
- Monitor the adequacy of management of Official Social media Sites where management responsibility has been designated to another person.
- Breaches of this policy are considered and actioned in accordance with the applicable policy, depending on the type of breach.
- Breaches of this policy are reported to the CEO and President as follows:
 - Immediately - serious breaches, including any that may have legal implications, both criminal and civil, or involve the welfare or health of the affected person.
 - Within 24 hours – where actual loss or damage has occurred but does not constitute a serious breach.
 - In a weekly incident report – all instances of social media breaches.
- Inform the Human Resources Manager of any incidents impacting a member of Staff, Student or Affiliate.

All Staff, Students, and Affiliates using the Official Social Media Sites for KOI, have a responsibility to:

- Foster a safe and inclusive workplace and study environment free from inappropriate use of social media, where everyone is treated with dignity, courtesy, and respect.



- Report concerns immediately to their supervisor or teacher in relation to inappropriate use of social media.
- Use the provisions of the relevant Complaints Policy (for staff and students) to lodge complaints where appropriate.
- Inform themselves of the risks associated with social media, through training or other mechanism, and exercise caution when participating in social media.

11. Consequences of non-compliance

Breaches of this Social Media Policy may result in disciplinary action, which will be implemented in accordance with the appropriate policy depending on the nature of the breach.

Document control

Policy title	Use of Social Media Policy
Policy owner	Director, Marketing
Policy approver	Council on the recommendation of the Audit & Risk Committee
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Changes in this version	New policy

KOI amends its policies periodically and printed copies of this document, either in part or whole, are considered as uncontrolled and should not be relied upon as the most current document. It is the responsibility of individuals printing the document to always refer to the KOI website for the current version.

*****END OF POLICY*****