Social Media Guidelines Policy

What is allowed and what is not allowed in terms of social media usage on campus in light of the different stakeholders.

STC Policy Document - OEP Last updated July 2019

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1. INTRODUCTION

Social media has changed the way communication is handled. STC Higher Education recognises the importance and benefits associated with social media in modern communication. STC makes use of social media in order to disseminate news and updates pertinent to its operations and to connect with our audience. Social media sites allow information to be shared at speed that was not possible before and through its very nature provides for two-way communication in almost real time.

STC also realises that social media might have negative repercussions with student performance if handled poorly. Within this document we are going to provide usage allowances and restrictions with regards to social media use on campus.

2. SCOPE

To provide staff of STC Higher Education with guidance related to usage of social media, particularly in relation to work-related and personal use of platforms. STC members of staff should abide by the guidelines set forth within this document.

To provide students currently engaged at STC Higher Education as well as alumni with guidance and best practices that would enable the best use of the technology.

3. PRINCIPLES AND BEST PRACTICES

3.1 Confidentiality and Privacy

STC will not reveal confidential or proprietary information about STC students or alumni through social media. We adhere with all applicable privacy laws, including but not limited to DPA and GDPR.

3.2 Access and Security

STC provides students with secure access to their social media platform of choice whilst on campus.

3.3 Transparency

It is very important to be genuine when online. It is essential that you do not misrepresent someone else as this might have serious repercussions. If you identify yourself as an STC Higher Education staff member in a personal post, make clear that your views are your own that that you are not formally representing STC Higher Education.

3.4 Respect others

It is very easy to get drawn into a conversational battle with someone on social media due mostly to its engaging two-way communication. Always respect other's ideas and consider how your response will reflect on you and if applicable on STC Higher Education. STC will not censor posts made by others on their social media platforms unless these comments are libellous or offensive.

3.5 Be accurate

Do not post unless you have checked for facts beforehand. If you are quoting someone else do your best to also include a link within your post. It is always recommended that you check your spelling and grammar before posting online to avoid unnecessary edits.

3.6 Liabilities

By law you are liable for whatever you post online, irrespective of the social media platform that you are using and whether or not this is owned by yourself or another party. Any comments deemed to be proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts) could have serious repercussions today or in the future. Also keep in mind your future employment. More employers are conducting searches on potential candidates before extending offers. Do not forget that what you write online could have effect years after.