

## **SOCIAL MEDIA POLICY**

The scope of this policy applies to College students in their capacity as members of the College community, using any of the official College social media channels or on any other social networking website.

### **Standards**

Any user who posts information onto social networking sites must adhere to existing College policies and must respect copyright, software licensing rules, property rights, privacy, data protection requirements, confidentiality, information and data security with particular attention being paid to the following;

- Personal accountability and respect.
- Respect Intellectual Property laws, including the use of images from the internet.
- Confidentiality.
- The College Computer Ethics and Usage Policy.
- The College Data Protection Policy.

People who interact with the College's social media channels shall not:

- Post information which is confidential to Dundrum College of Further Education.
- Post material that is: threatening, harassing, illegal, offensive, defamatory, indecent or inappropriate in nature.
- Post contact information, such as phone numbers/email addresses, of any member of the College community without their consent.
- Infringe on the rights of College or any individual or entity, including privacy, intellectual property or publication rights.
- Post content or spam of a commercial nature.
- Post digital media (audio, video, photography) or content without securing the necessary consent of the original copyright holder should such copyright exist.

Those who list the College as their place of study in a personal capacity on Social Media Platforms should, where possible, state that the views expressed are their own personal views and not that of the College.

### **Creating New Social Media Channels**

The College fully respects the right to privacy of students and external parties. However this right must be balanced against the College's legitimate right to protect its interests.

#### *Creating New Dundrum College of Further Education Social Media Channels*

If you want to create a new social media account i.e. Facebook page, WhatsApp group etc. that will include Dundrum CFE either in its title or educational purpose, you must obtain the written consent of the Principal. The ICT Department of DDLETB will be notified of all new



channels. It should be noted that the standards applying to the use of the College's official social media channels also apply to these new channels. Where the College deems social media content to be in breach of our standards, a Take Down Request to the administrator of the channel must be complied with immediately.

### **Breaches of Policy**

Any breach of this policy or any failure or refusal to comply with this policy may be a disciplinary offence which may warrant an investigation, which may in turn lead to disciplinary action, up to and including, suspension/discontinuance.