
	LA SALLE GREEN HILLS		
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2020 Nov. 10	Atty. Armee M. Javellana RMCO Head Administrator			 Br. Edmundo L. Fernandez FSC LSGH President

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1. Introduction

The Social Media platform offers opportunities for the La Salle Green Hills community to connect and communicate, to use for teaching and learning, and to engage a wide range of audiences and stakeholders. **It can provide professional and personal opportunities and benefits; but it also presents a number of risks** associated with the use of social media which can have a negative impact on the holistic formation of students and School's reputation. Thus, this **Social Media Policy** provides guidance to students on how to safely and productively use social media to maximize the range of benefits it offers but at same time lessen/mitigate the risks associated with it.

This policy also provides the following information:

- on **responsibilities** of students when communicating via LSGH social media accounts;
- and **expectations** from students in relation to the use of their social media accounts.

This policy respects the individual's right to freedom of expression and is **not a form of censorship**.

2. Objectives

- 2.1 To **inform the students on school requirements and expectations** regarding use of social media platforms in both educational and personal purpose
- 2.2 To **inform students about the risks and how to mitigate these risks** associated with social media
- 2.3 To **ensure that the privacy and safety** of students are protected
- 2.4 To **ensure that students do not compromise security** of their own personal information or the School's information assets;
- 2.5 To **define the responsibilities of students** as users of the School's social media accounts; and
- 2.6 To **outline channels for addressing** issues or concerns

3. Definition of Terms

Social media are websites and applications that enable users to create and share content or to participate in social networking.

Examples of which include, but are not limited to:

- Social Networking
 - · Twitter · Facebook · Instagram · Pinterest · Tiktok · Tumblr · Google +
- Messaging
 - · Viber · Hangout · WhatsApp · Messenger · Snapchat · Kik · Telegram · KakaoTalk · Omegle
- Streaming
 - · YouTube · Vimeo · Periscope · Twitch · Live.me · Streamnow and all streaming sites
- Others
 - · LinkedIn · Flickr · Quora · Reddit · Discord · CuriousCat

4. Scope

This policy applies to social media communications made both on public and private forums by LSGH students. Students should be aware and thus careful, that posts added to public forums can be **viewed by the public** from the date of publication; in the same manner, even posts added to **private forums can also be shared publicly by others.**

5. Guideline Statements

5.1 Use of Social Media Platforms

5.1.1 Students using social media should be mindful of the following **legal risks and acts** in particular:

5.1.1.1. Libel: Public and malicious imputation of a crime, vice or defect, real or imaginary, or any act, omission, condition, status or circumstance tending to cause dishonor, discredit or contempt of a natural or juridical person, or to malign the memory of one who is dead (Art. 353, Revised Penal Code and Cyber Crime Law)

Ex. Posting on social media stating/ associating an individual with crimes like stealing, cheating, taking drugs. Imputing or destroying the reputation of others.

5.1.1.2. Harassment: subjecting someone to a course of conduct that causes them distress or alarm.

Ex. Stalking, trolling, cyber-bullying (refer to Lasallian Students' Formation Handbook)

5.1.1.3. Intellectual Property Infringement: posting content which copies a substantial part of a work protected by copyright (refer to Intellectual Property Law)

Ex. Claiming other people's work as your own, not citing the sources, plagiarism

5.1.1.4. Data Privacy Infringement: posting personal information of others without their consent (refer to LSGH Data Privacy Policy/Manual)

Ex. Posting classmates' personal information in the social media like name, images, mobile numbers and other sensitive information without permission

5.1.1.5. Breach of Confidence: unauthorized posting of confidential information

Ex. Posting on social media confidential information like violation report and other intervention report, sharing of online platform links and the like

5.1.2 Students and personnel must familiarize themselves with the confidentiality rules of the School and other laws but not limited to the following:

- **Cybercrime Law of 2012** (RA 10175)
- **Data Privacy Act of 2012** (RA 10173)
- **Intellectual Property Code** (RA 8293)

5.1.3 Other relevant policies and guidelines of the School that are applicable to social media accounts are: Data Privacy Policy, Student Conduct and Discipline as found in the Lasallian Students' Formation Handbook.

5.1.4 This policy forms part of the School's contractual requirements with the students as part of the Lasallian Students' Formation Handbook.

5.1.5 Appropriate use

- 5.1.5.1 Students should be mindful of how their statements, views or posts appear online. They are reminded that the public, school admissions officers, future employers, industry contacts and other school stakeholders may view their posts and these may have a negative impact on **their reputation, reputation of others** and **reputation of the school**. They must be aware of the permanence of anything posted on line, the implications of their post and the corresponding rule/policy that the post has violated.
- 5.1.5.2 There are **proper venues** for any complaints or disclosure malpractice, wrongdoing, impropriety involving the school and the members of the school community. These can be directed to the proper office as the case may be. For any concern, complain, instead of posting it in the social media, these can be discussed with the teachers, counselors or school administrators.
- 5.1.5.3 Posts must be in line with the values and ethics of the Lasallian Guiding Principles (LGP) and of the Lasallian Students' Formation Handbook.

5.1.6 Individuals' personal and professional accounts

- 5.1.6.1 It is recommended that official LSGH Social Media platforms can be a venue of school announcements, in addition to the Ranger360 and the La Salle Green Hills Website.
- 5.1.6.2 If students post on their personal social media accounts, it is understood that the views expressed are their own and do not necessarily reflect those of the School.
- 5.1.6.3 All students should consider what they are posting on their individual accounts. The School does not actively monitor individual personnel' or students' social media accounts. However, if a concern is raised regarding content posted on student's social media account and the post is considered to be a violation as provided in Section 5.1.1 or primary affects the holistic formation of students and the good reputation of LSGH, the School has, through its representatives, the right to request or require, as the case may be, the removal of inappropriate content. In addition, the matter may be addressed through the School's Disciplinary Procedure. Serious breaches may constitute serious misconduct and may be a ground for appropriate disciplinary action with corresponding intervention from the Lasallian Students' Formation Handbook.

5.2 LSGH Social Media Accounts

- 5.2.1 On setting up a new official LSGH social media account:
Students are allowed to create a new LSGH social media account provided that it is only for official school use such as Student clubs or official school programs/projects.
- 5.2.2. Students may **only** create a new LSGH social media account upon the endorsement and supervision of an adult LSGH personnel, adviser/ moderator and application and approval of the Marketing and Communication Office (MCO).
- 5.2.3. Student created social media accounts such as the "Freedom Wall" and the like are **not authorized by the school** thus, is not an official LSGH social media account. The content, views, opinion, language used/ expressed therein do not necessarily reflect those of the School.

5.3 Social Media Account Management

All LSGH registered social media account must adhere to the following:

- 5.3.1 School's style guide (format, template, color, logo) should be observed for consistency. The account profile information should clearly state the purpose of the account and the hours during which it is monitored.
- 5.3.2 All social media accounts are kept up to date and regularly monitored. Questions raised in the social media platform should be responded to promptly within operating hours.
- 5.3.3 The point person of each registered social media account shall be the moderator and designated club representative. The moderator shall always have complete access to the account.
- 5.3.4 All registered social media accounts shall be evaluated by the MCO every 6 months for renewal. If the account is not renewed the moderator must deactivate the account.
- 5.3.5 As part of year-end clearance all moderators must surrender the access to the MCO.

5.4 Social Media Posts

All posts from LSGH social media accounts represent the School. It is vital that due diligence is observed at all times in posting messages. It must be ensured that messages be appropriate and that no damage to the holistic formation and reputation of the School is committed.

- 5.4.1 Safeguards should be put in place to minimize the risk of communication errors via social media, including checking veracity or due authenticity of content(s) before publishing.
- 5.4.2 Posts must be in line with the values and ethics of LSGH and all relevant school policies.
- 5.4.3 Students posting content on LSGH social media accounts must not post or promote content which:
 - 5.4.3.1 harasses, bullies or otherwise intimidates;
 - 5.4.3.2 instructs, causes or coerces others to harass, bully or otherwise intimidate;
 - 5.4.3.3 intends to blackmail or extort money from anyone; incite violence or hatred;
 - 5.4.3.4 is abusive in nature, relating to an individual's age, disability, gender, civil or social status, race, religion or belief, sex or sexual orientation or political belief; and
 - 5.4.3.5 has inappropriate images, photos, videos, and audio recordings unbecoming of a Lasallian student
- 5.4.4 Content posted or promoted on the School's social media accounts must at all times be respectful of others and courteous.
- 5.4.5 Social media accounts must not be used to criticize or argue with anyone; be it within the LSGH community as well as outside.
- 5.4.6 When posting on an account, it is vital to keep the legal ramifications in mind. This includes, but is not limited to, ensuring that posts do not breach confidentiality, make defamatory comments or breach copyright.

5.5 Social Media Parameters

Communications through social media must not:

- 5.5.1 Discuss how the school does its daily operation and processes;
- 5.5.2 Reveal unverified school incidents

- 5.5.3 Reveal future plans that have not been communicated to the public;
- 5.5.4 Infringe intellectual property;
- 5.5.5 Disclose others' personal information without their permission;
- 5.5.6 Violate the Christian Lasallian values and spirituality and
- 5.5.7 Breach the professionalism and confidentiality rules of the school

5.6. Accessibility

- 5.6.1. All film content which are produced for use in a social media campaign, promotion or information is recommended to have subtitles for accessibility purposes.
- 5.6.2. It is accepted that some film content for social media is either live streamed or produced for immediate use (given the immediacy of the channel).

5.7. Account Security

- 5.7.1. Social media accounts are at risk of hacking and this can cause significant reputational damage, potentially serious misinformation and breach security for students and the school community in general. Where the LSGH Community require access to the Official LSGH and LSGH registered social media accounts, there must be an agreed overall person-in-charge.
- 5.7.1. It is recommended that the person-in-charge choose a strong and secure password which is different from personal passwords and in line with password guidance provided by Technology Management Center (TMC).
- 5.7.2. In cases of emergency, such as hacking of LSGH social media accounts, the TMC may need to urgently address this concern beyond office hours thus must have direct access to the person-in-charge of the social media account.

5.8. Addressing Concerns and Issues

- 5.8.1. If the LSGH social media account has been hacked, compromised or attracts a number of negative comments, person-in-charge/ offices concerned should address this with the (MCO) and TMC.
- 5.8.2. When the issue is considered serious that it presents physical threats and/ or damaging to LSGH's reputation, a crisis management team (composed of the MCO, TMC and SSO) shall be convened and constituted in accordance with the School's Crisis Management Plan.

5.9. Social Media in an Emergency

- 5.9.1. Social media provides important information channels for students and the Lasallian community during an emergency situation. Thus, it is vital that the information provided is timely, consistent and accurate. All communications on social media from the School in an emergency situation will be issued only through the School's official social media account/s.
- 5.9.2. Suspension of classes due to Technical concerns, the Office of the Educational Technology will make the recommendation, but the official announcements will be done by the MCO; likewise, any other class suspensions will be announced by the MCO in coordination with the related offices with the approval of the President, through Ranger360 and social media via the official Facebook, Instagram and Twitter pages.

- 5.9.3. In order to minimize the risk of issuing conflicting and/or incorrect information, it is vital that all other social media accounts do not post information or updates during a live incident.
- 5.9.4. Misuse of Official Social Media Accounts by students may be subject to disciplinary sanctions in accordance with the School's rules and regulations.

REFERENCES:

LAWS:

Republic Act No. 8293, Intellectual Property Code of the Philippines

Republic Act 10173, Data Privacy Act of 2012

Republic Act No. 10175, Cybercrime Prevention Act of 2012

Act No. 315, Revised Penal Code of the Philippines

(URL GENERAL WEBSITE ARTICLE WITHOUT AUTHOR)

The University of Liverpool. The University of Liverpool Social Media Compliance Policy. Retrieved from:
<https://www.liverpool.ac.uk/media/livacuk/computingservices/regulations/social-media-policy.pdf>