

	LA SALLE GREEN HILLS		
	DOCUMENT TITLE: Social Media Policy		DOCUMENT NO:
	FILES SOURCE:	EFFECTIVE DATE:	APPROVAL DATE:
			CLASS:
			NO. OF PAGES: 9

APPROVAL HISTORY

<i>Date (YYYY-MM-DD)</i>	<i>Prepared by:</i>	<i>Authorized by:</i>	<i>Approved by: (Secondary)</i>	<i>Approved by:</i>
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REVISION HISTORY

<i>Revision Date (YYYY-MM-DD)</i>	<i>Author</i>	<i>Reason for Changes</i>

RELATED INFORMATION

<i>Document Control No.</i>	<i>Document Title</i>	<i>File Source</i>

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1. Introduction

Social media platforms offer opportunities for La Salle Green Hills (LSGH) and members of the community to connect and communicate, to use for teaching and learning, and to engage a wide range of audiences and stakeholders. It likewise provides professional and personal opportunities for LSGH Personnel and the different Lasallian partners, as a whole.

However, there are also a number of risks associated with the use of social media which can have a negative impact on the LSGH's reputation. Thus, this policy provides guidance to the LSGH Personnel and Partners on how to safely and productively use social media to maximize the range of benefits it offers but at same time mitigate the risks associated with it.

This also provides the following information:

- on **responsibilities** of LSGH Personnel and Partners when communicating via the school social media accounts;
- **expectations** from LSGH Personnel and Partners on their individual, personal and professional accounts;

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

2. Objectives

- 2.1. To provide LSGH Personnel and Partners with information on the school requirements and expectations regarding use of social media platforms in both professional and personal capacity;
- 2.2. To define the responsibilities of users of the school social media accounts;
- 2.3. To ensure a consistent approach to social media usage across the school;

- 2.4. To ensure that LSGH Personnel and Partners do not compromise their personal security or the security of the school information assets;
- 2.5. To be informed of and to mitigate the risks associated with social media in order to protect personnel, students, and the school; and
- 2.6. To outline channels for addressing issues or concerns

3. Definition of Terms

- 3.1. **Personnel** - Includes but not limited to the following:
administrators, regular and part time faculty, non-teaching staff, personnel agency hired personnel, outsourced/ project/ contract based personnel
- 3.2. **Partner** - Includes but not limited to the following:
parents, guardians alumni, board of trustees, concessionaires, other school stakeholders
- 3.3. **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
- 3.4. **Social Media Assets** - include the accounts, pages, followers, and content that make up LSGH social media presence. All of these assets have business value.

4. **Scope**

This policy applies to social media communications made both on public and private forums by LSGH Personnel and Partners. Everybody should be aware and thus careful and prudent, 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. *LSGH Personnel and Partners 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 blacken the memory of one who is dead (Art. 353, Revised Penal Code and Cyber Crime Law)*

5.1.1.2. **Harassment:** *subjecting someone to a course of conduct that causes them distress or alarm, including stalking, trolling and cyberbullying (refer to LSGH Institutional Operations Manual and Student Handbook)*

5.1.1.3. **Intellectual property infringement:** *posting content which copies a substantial part of a work protected by copyright*

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

5.1.1.5. **Breach of confidence:** *unauthorized posting of confidential information*

Administrators, faculty, staff, students and LSGH partners 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)*

5.1.2. Other relevant policies and guidelines of the School that are applicable to social media accounts are: Data Privacy Policy, Institutional Operations Manual and the like.

5.1.3. This policy shall form part of the school's contractual requirements with the LSGH Personnel and Partners as may be found in their respective manuals.

5.1.4. Appropriate use

5.1.4.1. LSGH Personnel and Partners may make reasonable and appropriate use of social media from LSGH and personal devices. Time spent on social media during working hours should not interfere with their duties. The Head of the Departments or Units shall be responsible for monitoring their subordinates' use of social media during work hours.

5.1.4.2. LSGH Personnel and Partners should be mindful of how their statements; views or posts appear on line. They are reminded that future employers, possible benefactors, industry contacts, other school stakeholders and the public in general may view their posts and these may have a negative impact on their reputation, reputation of others and reputation of the School. They must also be aware of the permanence of anything posted on line.

5.1.4.3. There are proper venues for any complaints or disclosure of malpractice, wrongdoing, impropriety involving the school and the members of LSGH community. These can be directed to the proper office as the case may be. **An LSGH Personnel or Partner should not release such complaints/information through social media.**

5.1.5. Individuals' personal and professional accounts

5.1.5.1. It is recommended that official LSGH Social media platforms shall be the venue of the school's announcements.

5.1.5.2. If LSGH Personnel or Partner 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.

5.1.5.3. All LSGH Personnel or Partner should consider what they are posting on their individual accounts. The school does not actively monitor individual personnel's or partners' social media accounts. However, if a concern is raised regarding content posted on personnel's or partner's social media account and the post is considered to be a violation as provided in Section 5.1.1 or affecting the good reputation of the School, 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 Human Resource Disciplinary Procedure and Code of Ethics. Serious breaches may constitute serious misconduct and may be a ground for appropriate disciplinary action. If any member of the community notices, or is made aware of, social media activity of an associate or colleague or partner which raises concerns or constitutes a violation, they have an obligation to report to the Human Resource Services or to the concerned Department/Unit Head, as the case may be.

5.2. LSGH Social Media Accounts

5.2.1. Setting up a new official LSGH social media account

5.2.1.1. Before creating a new LSGH social media account:

5.2.1.1.1. Office/unit/department should consider whether there is a different audience or set of objectives which cannot be met through an existing LSGH social media account

5.2.1.1.2. A proposal for approval should be submitted to the Marketing and Communications Office (MCO). Proposal shall include the objectives for creating a new social media account, the target audience and their information needs; the content to be shared; how producing content and monitoring the account will be resourced; and how this account corresponds with those already established across the school.

5.2.1.1.3. If after approval, a new account is to be established, it should follow the LSGH style guide (format, template, color, logo) for consistency with other LSGH social media accounts.

5.2.1.1.4. The new account and person-in-charge must be registered centrally with MCO.

- 5.2.2. For offices, departments/units with existing social media accounts, they shall register with the MCO within the prescribed period. MCO shall call the attention of unofficial sites using the brand name, logos and copyrighted thematic lines of LSGH and prohibiting them from using such. Accounts which are not registered shall be reported as unofficial by MCO subject to the action of the social media platform.
- 5.2.3. MCO shall maintain a *social media asset register* of all LSGH social media accounts with a designated account owner. This is important for emergency situations and to keep personnel and partners across the institution up to date with policy changes and training opportunities.
- 5.2.4. Any LSGH social media account that violates this policy may be subject to cancellation of its registration in the MCO.

5.3. **Social Media Account Management**

- 5.3.1. All LSGH registered social media accounts must adhere to the following:
 - 5.3.1.1. The school's style guide and the account profile information should clearly state the purpose of the account and the hours during which it is monitored.
 - 5.3.1.2. 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.
 - 5.3.1.3. Where several persons have access to the same social media account, there must be an agreed point person.

5.4. **Social media posts**

- 5.4.1. All posts from LSGH social media accounts represent the school. It is vital that due diligence is observed at all times when posting messages. Ensure that messages must be appropriate and ensure that no damage to the reputation of the school is committed.-
- 5.4.2. 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.

- 5.4.3. Posts must be in line with the Christian Values, LSGH Core values and ethics and all relevant school policies, including Regulations for the Use of TMC Services.
- 5.4.4. Those posting content on LSGH social media accounts must not post or promote content which:
 - 5.4.4.1. harasses, bullies or otherwise intimidates;
 - 5.4.4.2. instructs, causes or coerces others to harass, bully or otherwise intimidate;
 - 5.4.4.3. intends to blackmail or extort money from anyone; intended to incite violence or hatred;
 - 5.4.4.4. has abusive content relating to an individual's age, disability, gender, civil or social status, race, religion or belief, sex or sexual orientation or political belief; and
 - 5.4.4.5. has inappropriate images, photos, videos, and audio recordings unbecoming of a Lasallian personnel or partner
- 5.4.5. Content posted or promoted on the school social media accounts must at all times be courteous and respectful of others.
- 5.4.6. Social media accounts must not be used to criticize or argue with superiors, colleagues, students, parents, clients, partners, stakeholder or competitors.
- 5.4.7. 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

- 5.5.1. Communications through social media must not:
 - 5.5.1.1. Discuss the how the school does its daily operation and its processes;
 - 5.5.1.2. Reveal unverified school incidents
 - 5.5.1.3. Reveal future plans that have not been communicated to the public;
 - 5.5.1.4. Infringe intellectual property;
 - 5.5.1.5. Disclose other's personal information without their permission;
 - 5.5.1.6. Violate the Christian Lasallian values and spirituality; and
 - 5.5.1.7. Breach the professionalism and confidentiality rules of the school

5.5.2. It is also important that content is accurate and does not commit to something which the school does not intend to deliver. If a mistake is made, it is important to be transparent and update the page with a correction. Person-in-charge shall be responsible that he/she exercised due diligence in double checking accuracy of information before posting. For posts with grave mistakes or erroneous statements, this may mean being subject to disciplinary action on the person responsible for such post/s.

5.6. **Accessibility**

5.6.1. All film content which is externally produced or produced in advance for use in a social media campaign 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 and potentially serious misinformation for stakeholders. There are also considerable resource/ media asset implications resulting from any breach in security such as a compromised social media account.

5.7.2. It is recommended that the person-in-charge choose a strong and secure password which are different from personal passwords and in line with password guidance provided by the Technology Management Center (TMC)

5.7.3. The person-in charge is responsible for maintaining a full log of staff with access to the account's password and the password must be changed whenever one of those staff members moves on to a different role or different institution.

5.7.4. In cases of emergency, such as hacking of a LSGH social media account, the MCO 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.

5.7.5. Where persons-in-charge are accessing the LSGH social media accounts on mobile devices, if the device is lost or compromised it should be reported to the TMC.

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 together this with the Marketing Communication Office (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 shall be convened and constituted in accordance with the School's Crisis Management Plan.

5.8.2.1. So that all students and personnel conduct themselves properly, formative interventions and sanctions are provided under the Lasallian Students' Formation Handbook Table of Offenses and the LSGH Manual - Code of Ethics and Offenses and Complaints, shall be given to those who will not follow the all set guidelines. (refer to LSFH pages 58-63 and LSGH Manual pages 16-30)

5.8.2.2. A written reminder and warning is given to a partner should concerns be raised based regarding his/her inappropriate post.

5.9. Social Media in an Emergency

5.9.1. Social media provides important information channels for 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 personnel and partners may be subject to disciplinary sanctions in accordance with the School's rules and regulations and other Code of Ethics.

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)

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