



KWES STUDENT SOCIAL MEDIA POLICY

GENERAL POLICY PRINCIPLES

It is the responsibility of students to read and act in accordance with the principles of this policy. It is also the responsibility of students to read and act in accordance with the rules and guidelines set out by individual Social Media, Social Networking and Website Hosting companies and providers.

Social media must only be used in ways that do not breach Kyah Wiget Education Society policies, statutes, regulations or ordinances. For example, students should not use social media in ways that breach KWES's Bullying and Harassment Policy, Policies and Procedures relating to student discipline, KWES's Electronic Policy, Code of Conduct, or the Privacy Protection Policy.

Students should be aware that breaches of these regulations may affect student sponsorship and funding, progression to the next level of study, and may affect suitability to gain professional accreditation. Professional bodies and employers make no distinction between using social media in a personal capacity and as KWES sponsored student. Students have been known to have had placement offers rescinded in light of information posted on personal social media sites.

Ultimately, inappropriate postings / use of social media may affect your **ELIGIBILITY FOR SPONSORSHIP** for KWES programs and/or post-secondary sponsorship to attend College or University.

RESPONSIBILITIES OF STUDENTS IN PERSONAL ONLINE/SOCIAL MEDIA PRESENCE

Students are personally responsible for content they post or share via social media. It is essential that students respect the privacy and the feelings of others at all times, and understand that the content posted via social media is a permanent record which is shared instantaneously with a potential global audience.

Students must also be aware that many of our prospective students are minors (younger than 18 years of age) and that interactions with these persons should always be approached with caution, ensuring that the content of conversations / responses is suitable for under 18s.

Students must not use KWES's logo on personal social media sites or other websites.

A student's personal online or social media profile may reference KWES or a KWES sponsored University as their place of study, but it must be made be clear that comments / posts / shares made by the account holder are made in a personal capacity only. Students should include a simple and visible



disclaimer for clarity such as: "The views I express are mine alone and do not reflect the views of my place of study".

Any communication by a KWES student and/or KWES sponsored student made in a personal capacity through social media must not:

- **do anything that could be considered discriminatory** against, or bullying or harassing of, any individual e.g. making offensive or derogatory comments relating to sex, gender, race (including nationality), disability, sexual orientation, religion or belief or age;
- **contain images** or other content that is sexually explicit or illegal
- **bring discredit to KWES in any way** e.g. by insulting fellow students, staff or other individuals; making/sharing defamatory or offensive comments about individuals or groups; liking/posting/sharing/linking to images or other content that is inappropriate, sexually explicit or illegal.
- **breach copyright:** e.g. by using someone else's images or content without permission, or by failing to give acknowledgement where permission has been given to reproduce. This means, for example, not posting articles or pictures scanned from newspapers or magazines. Posting such content may result in legal action by the copyright owner.
- **breach confidentiality:** for example, by revealing confidential information owned by KWES (including communications in-person or email); posting confidential information about an individual, employee, business or other organisation; posting contact details, pictures or personal details of other students or members of staff or members of the public without their prior permission. Students must seek prior advice from their Program coordinator or the KWES Executive Director if unclear about what information might be deemed confidential.

If there is any doubt about the accuracy of information to be shared on a social media network or site, then students should refrain from posting, commenting, liking or sharing this information.

Students should be aware that they are representing KWES and/or their post-secondary sponsored College or University when posting comments, liking, sharing or responding to comments made by others on social media.



MONITORING OF SOCIAL MEDIA

KWES will monitor social media sites, and we reserve the right to request the removal of any content deemed to be in breach of this policy.

KWES monitors references to our educational institute online and we will act where necessary to protect our reputation.

KWES will refer to social media sites when investigating breaches or complaints under this policy.

BREACHES OF THE POLICY

KWES has the right to request the removal of content from an official social media account and/or from a personal account if it is deemed that the account or its content breaches this policy.

If a student acts in a manner which breaches this policy, he or she will be liable to disciplinary action under KWES's Student Discipline Procedure, as detailed within KWES's policy and procedure.

Depending on the content posted / shared / liked or favorited, students may also be subject to KWES's Bullying and Harassment Policy and Procedures.

Where a student is alleged to have breached this policy and the student disciplinary procedure has been engaged, KWES may offer support and representation to any student facing disciplinary action up to and including termination of financial sponsorship to attend UCEP, college or university programs.

COMPLAINTS

Complaints concerning the misuse of social media by KWES students will be dealt with using the procedures set out in the Student Disciplinary procedure.

Complaints about cyberbullying will be dealt with using the procedures set out in KWES's Bullying & Harassment Policy & Procedures.

Where a complaint involves threatening or potentially criminal online social media behaviour, the matter will also be reported to the RCMP for investigation.

This will include, but is not limited to, complaints in which a student is alleged to have:



- posted online photos or videos of people in a place where he or she would expect privacy;
- threatened violence;
- accessed or shared child pornography;
- sent sexually explicit images or photos;
- engaged in stalking, or
- committed a hate crime.

This list is not exhaustive.

IMPLEMENTATION

KWES will ensure that this policy and the appropriate procedures are implemented, disseminated and kept under regular evaluation and review, in line with KWES's procedures for developing policies. The policy will be reviewed two years from the date of its implementation.

CONTACTS AND FURTHER INFORMATION

Diane Mattson; Executive Director

Aaron Burgess; Principal

Student Signature

Date



KWES POLICY APPROVAL

POLICY NAME: **KWES STUDENT SOCIAL MEDIA POLICY**

POLICY APPROVAL DATE: **September 4, 2018**

This policy has been reviewed and approved by the Kyah Wiget Education Society Executive Director and will come into effect **September 4, 2018.**

This Policy will be reviewed and updated after two years. Should no changes or updates be required, this policy will remain in effect, and approved policy will remain applicable.

Approval Signature:

X *Diane Mattson*

Diane Mattson
KWES Executive Director