

Social Media Policy

for learners



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| Subject | Social Media Policy for learners | |
| To | Institute of British Sign Language | |
| By | Spire HR Solutions Limited | |
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Purpose

To define IBSL's policy on Social Media and the effect it has on IBSL and their learners. These guidelines have been set out to assist and protect learners. IBSL recognises the numerous benefits and opportunities that social media presents. IBSL actively use social media to engage with learners and the general public, to celebrate success, communicate research and enhance IBSL's profile online. Therefore, IBSL also actively encourages learners to make effective and appropriate use of social media channels and to use them to engage in conversations with the IBSL community

Despite the opportunities presented by social media, there are risks. Social media allows individuals to communicate with a potentially huge audience, and sometimes its informality can encourage us to be less cautious than we would be using other more traditional methods of communication and interaction.

Scope

This policy is for learners and provides information on the appropriate use of social media when connected, or linked in some way, to their status as a learner of IBSL, or when directly or indirectly referencing IBSL in any way.

What is Social Media?

Broadly, social media refers to any form of media that encourages online social interaction between users and content creators. Current leading examples of social media include Facebook, Twitter, LinkedIn, Flickr and YouTube, and tools such as wikis and blogs.

Learners Responsibilities

Learners are encouraged to be mindful of how their identity, statements or views appear online and are reminded that future employers and industry contacts may view social media profiles when hiring to get an idea of a candidate's character, personality or employability. Learners should therefore be conscious of making posts today that may hinder them, for whatever reason, in the future.

Learners should check the terms and conditions of a social media account and/or website before uploading material to it; by posting material to social media accounts and/or websites, ownership rights and control of the content may be released. For this reason, it is important to exercise caution in sharing all information, especially where the information, expressly or by implication or innuendo, identifies a third party.

Any digital material posted online could reach a wider audience than expected or intended. Once digital content has been created and shared, there is limited control over its permanence and audience.

Behaviour and conduct on social media

Learners are personally responsible for what they communicate on or through social media and they must adhere to the standards of behaviour set out in this policy.

Learners must not engage in any activities involving social media which might bring IBSL into disrepute.

IBSL must not discuss personal information about fellow learners of IBSL and other professionals such as tutors you interact with as part of your education on social media.

Learners must not use social media and the internet in any way to attack, insult, abuse or defame learners, their family members, or other professionals associated with IBSL such as tutors. IBSL's bullying and harassment policy will apply in these cases.

Society is increasingly using social media for raising complaints. However, any learner wishing to raise a complaint should do so via the established Student Complaints Procedure. This is the fastest way to get a response and resolution to your problem.

Personal use of Social Media

Learners can make reference to their learning provider in their personal profile on Social Media sites, however it must be expressly clear that any views of the learner are their own views and not those of IBSL.

Learners must not edit online encyclopaedias such as *Wikipedia* in a personal capacity. This is because the source of the correction will be recorded as IBSL's IP address and the intervention will, therefore, appear as if it comes from IBSL itself.

Institute of British Sign Language' corporate logos must not be used or published on personal webspace.

It is important that personal blogs and tweets have clear disclaimers that the views expressed by the author are theirs alone and do not represent the views of IBSL.

Breach of Policy

Any breach of this policy may lead to disciplinary action being taken against the learner involved in line with IBSL's disciplinary procedure.

The policy itself is subject to annual review.

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