Name of Policy:	External Social Media Policy	
Originator / Author: (name and position)	Ms Mandisa Gumede Academic Manager	
Custodian: (name and position)	Mrs Barbara Cawcutt General Manager	
Policy approved by:	**Structure** Academic Manager Financial Director Marketing Manager	**Date** **12 May 2021** **12 May 2021** **12 May 2021**
Policy effective date:	2 January 2021	
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Implementation responsibility:	Mrs Barbara Cawcutt	
Implementation procedures approved by:	**Structure** Mrs Belinda Carlsson (Financial Director) Mrs Barbara Cawcutt (General Manager)	**Date** **12 May 2021** **12 May 2021**

1. OVERVIEW

ICB SOCIAL MEDIA GUIDELINES

The ICB recognizes that social media tools are increasingly accessible to and used by students as a means of connecting with the their peers, their training providers, other higher education institutions, and the ICB. Digital media delivered via an ever increasing variety of platforms are being integrated into the everyday lives of students.

This document provides a set of guidelines in the use of social media applications for and between the ICB, its providers and students.

2. GENERAL GUIDELINES

These guidelines distinguish between private and business use scenarios for both students and staff. Business use refers to all instances where a staff member, in the course of his/her employment with the ICB, contributes content to or prepares information related to his/her work or the primary business of the ICB for use in social media.

The term "social media technology" encompasses a variety of services delivered via Internet and mobile, including video, photo or podcasts hosts, instant messaging sites or chat rooms, wikis, blogs, online discussion forums, etc.

Communication among the employees, students, partners, and others is encouraged - and Web logs (blogs), social networks, discussion forums, wikis, video, and other social media - such as Twitter - can be a great way to stimulate conversation and discussion.

These guidelines apply to:

- All blogs, wikis, forums, and social networks hosted or sponsored by the ICB
- Personal blogs that contain postings about the ICB's business, products, employees, students or partners
- Personal postings about the ICB's business, products, employees, students or partners on external blogs, wikis, discussion forums, or social networking sites such as Twitter
- Participation in any video related to the ICB's business, products, employees, students, or partners whether this is as creator of a video to post or link to on a personal blog, a contribution of content for a video, or an appearance in a video created either by another ICB employee, a student or by a third party.

Even if a student's or training provider's social media activities take place completely outside of their study environment and/or work, as personal activities should, what is said can have an influence on a student's and provider's ability to conduct his / he's responsibilities, peers' abilities to do their jobs, and the ICB's interests. Thus, the decision to establish a social media presence and initiate public conversations must be carefully considered. Participation in social media carries a commitment towards making regular contributions and monitoring comments and activity on personal and professional profiles. The success of social media relies on constant communication.

2.1 Personal Responsibility

ICB's students and providers are personally responsible for the private content they publish on blogs, wikis, image and video hosts or any other form of user-generated content. Be mindful that the content that is published will be available for a long time— users need to protect their privacy.

PRIVATE USE OF SOCIAL MEDIA (POSTING AS AN INDIVIDUAL)

Students and providers associated with the ICB are encouraged to participate in social and other electronic media. The guidelines listed below apply only to those instances where there is the potential for confusion about the role as an ICB student and/or provider versus personal opinion or conflict with the interest of the ICB.

3.1 Identification of Association with the ICB

In personal posts, an ICB student and provider may identify him- / herself as an ICB student or provider. However, please be clear that as an ICB student and provider that the shared views are personal and are not as a formal representative of the ICB. Students and providers need to ensure that their profiles and related content are consistent with the ICB's policies and guidelines and is in no way derogatory to the image of the ICB>

3.2 Disclaimer

If a student and/or provider of the ICB publishes ICB-related content to any system or website outside of the ICB, and it is not an official ICB site, but it is related to the courses offered by the ICB, use of the disclaimer below to indicate that the expression is a personal opinion or in a personal capacity is required.

Proposed disclaimer: The contents, including all opinions and views expressed, in my profile [or on my page/blog/handle] are entirely personal and do not necessarily represent the

opinions or views of anyone else, including that of the ICB. The ICB have not approved and are not responsible for the material contained in this profile [or on this page/blog/video/handle].

3.3 ICB Logo and other Branding elements

A student and/or provider may not use the ICB logo or any other official representations or images on personal or non-official online sites unless sanctioned by the ICB. If sanctioned by the ICB, it needs to be used in strict adherence to the ICB guidelines.

3.4 Respect University Time and Property

Participation in personal social media conversations and content creation should be on the student's and providers own time and equipment .

4. USE OF SOCIAL MEDIA (WHEN POSTING ON AN ICB PLATFORM)

The ICB policies and guidelines regarding conduct, ethical behaviour, internet use, sharing information and the right to privacy of information remains applicable for social media environments. In addition to the general guidelines the following should be considered when participating in a social media site:

4.1 Notification Obligation

The ICB accepts that its students, partners and providers have the right to participate in and collaborate with each other based on their association with the ICB. These sites are not considered to be official ICB social media sites.

For purposes of contacting the ICB, the official Contact Us page on the ICB webpage; https://www.icb.org.za/contact/, needs to be used. The ICB can't take responsibility for ensuring that students and providers will be attended to, if their query was not submitted through the Contact Us page.

4.2 Identification of/ or Association with the ICB

In keeping with ICB policy, a student or provider may post on a social network profile: the ICB's name, an ICB email address or ICB web address for contact purposes.

4.3 Transparency and Responsibility

Responsibility for personal posts and opinion remains with the individual. Cognizance must be taken of ICB policies and guidelines regarding acceptable conduct, copyright issues and accountability.

Students and/or providers must refrain from posting false, misleading, incorrect and/or defamatory statements about the ICB, which can amount to libel, which can cause inter alia economic harm, reputational and overall harm to the ICB. It needs to be noted that all unfair, non-constructive and false statements on social media will be tracked and recorded by the ICB's Academic and Compliance Department and may be used when transcripts are issued.

Students/and or Providers must make use of the official communications channels available, namely the Contact Us page on the ICB website as well as the official support@icb.org.za email address, should they want to register a complaint or request assistance. These channels are operational during business hours, which constitutes 8:00 – 17:00, Monday to Fridays and excludes published South African public holidays. The ICB Facebook channel are not see as part of the official communication channels and should not be used as such.

Responsibility must also be taken by students/ and/or providers to read and make themselves aware of the information that has been made available on the ICB website, as well as the ICB Knowledge Base and ICB Youtube channel.

Further to this, students and/or providers must make use of the different portals, namely the student and provider portal as well as Macci to make use of the services on offer.

4.4 Reporting Complaints

The ICB Support Centre e-mail address and/or Website Contact Us page, must be provided in all official social media sites for the registration of complaints. These channels are operational during business hours, which constitutes 8:00 – 17:00, Monday to Fridays and excludes published South African public holidays. The ICB Facebook channel are not see as part of the official communication channels and should not be used as such.

4.5 Monitoring

The ICB does not routinely monitor social networking sites, however, as with other electronic resource, the ICT Department may perform activities necessary to ensure the integrity, functionality and security of the ICB's systems. The onus rests on the individual posting to verify that the information posted is correct and not inflammatory.

As the social media pages are not the official communication channel to the ICB, it is monitored on an ad hoc basis and ICB can therefore not accept responsibility for queries not being responded to, when posting to the social media platforms.

The official communication channels, namely the support email inbox as well as Contact Us page on the website, are monitored during business hours, which constitutes 8:00 – 17:00, Monday to Fridays and excludes published South African public holidays. The expected turn-around time for requests and/or complaints is 48hours.

5. RELATED POLICIES

- Communications Policy
- Privacy Policy
- Electronics Policy