

EAC STUDENT SOCIAL MEDIA POLICY

1. Policy statement

1.1 Emilio Aguinaldo College (“Institution”) recognizes the benefits and opportunities that social media can bring as a tool in pursuing its educational objectives. It can be used to share news, information, keep the entire school community up to date with important announcements and promote healthy academic interactions among its stakeholders. There is, however, an inherent risk involved in using social media, in that, it is an instantaneous and far reaching form of communication and inappropriate use thereof can greatly impact upon the school operations, its stakeholders and the reputation of the of the Institution.

1.2 This policy provides information and ethical guidelines for its students to observe and follow as to the appropriate use of social media or when directly or indirectly referencing the Institution.

2. Scope of the policy

2.1 For the purpose of this policy, social media is defined as any online interactive tool which encourages participation, interaction and exchanges. New forms of social media appear on a regular basis and currently include Facebook, Flickr, Instagram, YouTube, LinkedIn, Snapchat, Tiktok and Twitter, as well as blogs, discussion forums, instant messaging and any website which allows public commenting or posting.

2.2 This policy applies to all students and to any of their published personal communications using a particular social media platform which directly or indirectly reference Emilio Aguinaldo College as an institution, its officers, faculty, employees and their fellow students.

2.3 This policy applies to social media communications made at any time, whether privately or publicly, and from anywhere, including away from campus and on personal devices, whether to an individual, to a limited group or to the world.

2.4 The Institution acknowledges that students may use social media in their private lives and for personal communications. Personal communications are those made on, or from, a private social media account, such as a personal page on Facebook or a personal blog.

In all cases where a private social media account is used which identifies Emilio Aguinaldo College, it must be made clear that the account holder is identified as a student at the Institution to avoid the impression that views expressed on or through that social media account are made on behalf of the Emilio Aguinaldo College.

3. **Freedom of Speech and Academic Freedom**

3.1 Nothing in this policy is intended to have the effect of limiting either freedom of speech or academic freedom, subject to that freedom being exercised within the law.

4. **Using social media as a teaching and learning tool**

4.1 Where social media is used as a teaching and learning tool through official EAC websites and accounts, all students must read, understand and agree to the terms of use of the social media website and the Institution's terms and conditions relating to the appropriate use of social media in this context before accessing and posting content on social media in a teaching and learning context.

5. **Social media in your personal life**

5.1 Every student of Emilio Aguinaldo College must be aware of their association with and responsibilities to the Institution, and ensure that their personal social media profiles and related content are consistent with:

- a. The Institution's policies, including but not limited to, data protection, dignity, electronic mail usage and data privacy security;
- b. The Student's Registration Agreement/Contract with the Emilio Aguinaldo College in connection to Policies on Appropriate Student Conduct and Discipline;
- c. Personal decorum on how the student would wish to present themselves to the public – including to their future employers

5.2 Every Emilian should also be aware of the potential impact and permanence of anything which are posted online.

Therefore, it is advised to avoid posting anything online that contains the following:

- a. Any content about the student would not wish to be seen in the public domain (i.e. Telephone/ Cellphone number, Name, Address, Signature, Private Photos, Passwords, Medical Records, Bank Records, Government-issued IDs and the like);
- b. Any statement, that the student would not be willing to say personally to the face of another individual.

5.3 Every Emilian should also be aware that any digital material that are posted online could reach a wider audience. Once digital content has been created and shared, the author of the material posted will have limited control over its permanence and its audience.

6. **Expected standards of behavior**

6.1 Students are personally responsible for what they communicate on or through social media and they must adhere to the standards of behavior expressed in the EAC Student Manual;

6.2 Communications on social media must always be respectful and in accordance with this policy. Use of social media must not infringe on the rights, or privacy of other students, or staff and students must not make ill-considered comments or judgments about other students, staff or third parties.

6.3 Students must take particular care when communications through social media that can identify them as a student of Emilio Aguinaldo College to members of staff, other students, or other individuals of the Institution.

6.4 The following non-exhaustive list may, according to the circumstances be considered as unacceptable postings, as follows:

- a. Confidential information (which may include unpublished research, private information about fellow students or staff or personnel matters, non-public or not yet approved documents or information);
- b. Details of complaints and/or legal proceedings/potential legal proceedings involving the Institution;
- c. Personal information about another individual, including contact information, without their express permission for it to be posted;
- d. Comments posted using fake accounts or using another person's name without their consent;
- e. Material, including images, that is threatening, harassing, discriminatory, illegal, obscene, indecent, defamatory, or hostile directed towards or refers to any individual, entity or to Emilio Aguinaldo College;
- f. Any other posting that constitutes a criminal offense;
- g. Anything which may bring the Institution into disrepute or compromise the safety or reputation of partner communities, colleagues, former colleagues, students, staff and those connected with EAC.

6.5 Emilio Aguinaldo College has well-established channels for students to raise any dissatisfaction or concerns that they may have. The said student grievance procedure can be found in the EAC Student Manual¹. Student concerns must be raised through said channels and platforms and not openly discussed or aired in the social media for it to be properly addressed or resolved by the school.

¹ Article 9 Title 2 Section 1 of the EAC Student Manual 2017 Edition: Procedure for the Settlement of Complaints and Grievances.

7. **Cyber-Bullying via social media sites**

7.1 Emilio Aguinaldo College values a healthy and peaceful educational environment. All members of the school community, which includes students, parents, guardians, faculty, staff and EAC Administration should be made aware of the negative effects that bullying can have on its victims. As such, the Institution will do whatever is reasonably necessary and possible within its authority in creating safe online communities favorable for its students and prevent the occurrence of cyber-bullying in all its forms.

7.2 The following examples illustrate the types of behavior displayed through social media communications, which the school considers to be forms of cyber-bullying:

- a. Maliciously spreading rumors, lies or gossip;
- b. Intimidating or aggressive behavior;
- c. Vulgar, lewd, offensive or threatening comments or content;
- d. Posting comments, photos and memes deliberately mocking an individual with intent to expose them publicly to ridicule, shame and humiliation.

7.3 Cyber-bullying may also take place via other means of electronic communication such as email, text or instant messaging.

7.4 Any student who is experiencing cyber-bullying from another student or school employee will have the full support of the Institution in resolving grievances and complaints.

8. **Intellectual Property**

8.1 All students must ensure that they have sought permission to share any third party materials, including all images, photographs, text and videos, before uploading them to or linking to them via social media and, where sharing is permitted, should ensure that such materials or shared links are credited appropriately.

8.2 In addition, all students must check the terms and conditions of a social media account and/or website before uploading any material to social media accounts and/or websites, student may be releasing ownership rights and control of the content. For this reason, must exercise caution in sharing all information.

8.3 Emilio Aguinaldo College is not responsible for, nor does it hold any ownership, of any content posted by its students, other than content posted by students using official accounts being used by the school for its operations, or in the course of their duties, as a form of professional communication.

9. **Brand and Usage of School Name and Logos**

The Institution's name, identity and logo may only be used in accordance with Emilio Aguinaldo College brand guidelines.

9.1 The Institution's name, identity and logo may only be used in accordance with Emilio Aguinaldo College brand guidelines.

9.2 All EAC logos, sub-logos and associated marks are official art files and should not be altered in any way (Never Stretch or Distort the Logo, Never Rearrange Elements of the Design, Never Use the Design on Similarly-Colored Backgrounds, Never Stray from the Color Palette, and Never Switch the Colors) and should not be used without consent from the Marketing and Communications Office.

10. **Roles and Responsibilities**

In using social media in as a tool for education, all students are reminded to follow these steps for them to maintain their good image, reputation and upright social media standing among their peers and communities where they belong, as follows:

- a. Ensure that any use of available social media resource is carried out in line with this guideline and other relevant school policies on student conduct and discipline;
- b. Seek permission, verify information and secure proper clearance from relevant officers of the Institution when a social media account administered by EAC is to be used or mentioned in a post;
- c. Seek relevant authorization/ permission for sending out official post prior to its posting or publication;
- d. Regular monitoring, updating and managing content to ensure accuracy, truthfulness and timeliness of information;
- e. Adding an appropriate disclaimer to post before the content whenever the school is named;
- f. Reporting any incidents or concerns in line with # 13 below.

11. **Monitoring**

11.1 Emilio Aguinaldo College reserves the right to monitor, intercept and review within the law, without further notice, student activities using its IT resources and communications systems, including but not limited to social media postings, to ensure that its rules are being complied with and such activities are for legitimate purposes and in accordance with the mandate of the law.

12. **Data Privacy and Protection**

12.1 The Data Privacy Act applies to social media as it does in other contexts. **Republic Act No. 10173**, otherwise known as the Data Privacy Act, is a law that seeks to protect all forms of information, be it private, personal,

or sensitive. It is meant to cover both natural and juridical persons involved in the processing of personal information.

12.2 Being an Institution of higher learning, Emilio Aguinaldo College is very much active in the processing of *personal information* of all our stakeholders from the time of their enrollment until they graduate².

As such, no personal information, including photographs, videos, CCTV footages, screenshots of committee online meetings, classes, discussions should be shared on social media without the consent of the individual or group to whom it relates. It is advised by the school to all its students to be discerning and mindful of the information they transmit especially when they did not secure prior consent from its sources.

13. Incidents and response

13.1 Where a breach of this policy is reported, the Institution will review the circumstances and decide on the most appropriate and proportionate course of action, which may include referring the matter to be dealt with under a different procedure.

13.2 Where students are in receipt of any content considered to be in breach of this policy, this should be reported first to their respective dean or principal.

14. Consequences of a breach of this policy

14.1 Any breach of this policy may result in disciplinary action categorized under Major Offenses under the EAC Student Manual 2017 Edition.

FREQUENCY	MAJOR OFFENSES	MINOR OFFENSES
1 ST Offense	Parent Conference and Issuance of Final Written Warning	1 st Written Warning
2 nd Offense	Disciplinary Probation and Parent Conference	Final Written Warning
3 rd Offense and Subsequent Offenses	Recommendation for Non-readmission	Disciplinary Probation and Parent Conference

Disciplinary Probation refers to the designated period during which privileges of continuing as a student of EAC are conditioned upon future behavior. Conditions may include the potential loss of specified privileges to which a current student would otherwise be entitled, or the probability of more severe disciplinary sanctions if the student is found to violate the student code of conduct provided in the EAC Student Manual or any school policy during the probationary period”

14.2 Any disciplinary action will be taken in accordance with the procedures outlined in Article 9 Title 2 Section 2 and 3 of the EAC Student Manual on Student Due Process.

14.3 Disciplinary action may be taken regardless of when the breach is committed and regardless of whether any EAC equipment or facilities are used in committing the breach.

² Sec. 3(j) of the Data Privacy Act, “processing refers to any operation or any set of operations performed upon personal information including, but not limited to, the collection, recording, organization, storage, updating or modification, retrieval, consultation, use, consolidation, blocking, erasure or destruction of data.”

14.4 Where conduct may involve or connected to an illegal criminal offense, the Institution reserves the right to coordinate with the appropriate law enforcement agency and may report the matter to them.

Beyond that, any student, parent or guardian, teacher, employee or third party may pursue legal action against the violator, if they choose to do so.

15. **Reporting**

15.1 Any alleged reports of violation received under this policy will be carefully documented and will be treated with utmost confidentiality by the relevant body constituted by the Institution to hear and decide on the merits of the case after due process.