



Nogginways Academy

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Social Media Usage Policy

1. Purpose

- The purpose of this policy is to establish guidelines and expectations for faculty, staff, and students of Nogginways Academy when using social media platforms for personal or professional purposes to maintain a positive online image and protect the reputation of the institution.

2. Scope

- This policy applies to all employees, faculty members, staff, and students associated with Nogginways Academy who engage in social media activities, whether on the institution's premises or off-campus.

3. Definitions

- **Social Media:** Refers to online platforms and websites that enable users to create, share, and interact with content, such as Facebook, Twitter, Instagram, LinkedIn, YouTube, blogs, forums, and any other social networking platforms.
- **Personal Account:** A social media account used for personal, non-professional purposes.
- **Official Account:** A social media account representing Nogginways Academy or a specific department of the institution.

4. Policy Statement

- **4.1. Respectful Conduct:** Users of social media platforms shall always conduct themselves professionally, respectfully, and in compliance with Nogginways Academy's code of conduct and policies.
- **4.2. Separation of Personal and Professional Accounts:** Employees and faculty members are encouraged to maintain separate personal and professional social media accounts to avoid any potential conflicts of interest.
- **4.3. Protecting Confidential Information:** Users must not share any confidential, proprietary, or sensitive information related to Nogginways Academy or its stakeholders on social media platforms.

- **4.4. Endorsements and Representations:** Users shall not make endorsements or represent Nogginways Academy's official positions unless they are authorized to do so.
- **4.5. Appropriate Content:** Users must avoid sharing or engaging with content that is offensive, discriminatory, defamatory, or violates any laws or regulations.
- **4.6. Intellectual Property:** Users must respect copyrights and intellectual property rights when posting or sharing content on social media.

5. Responsibilities

- **5.1. Employees and Faculty Members:** Employees and faculty members are responsible for adhering to this policy and using social media in a manner that reflects positively on Nogginways Academy.
- **5.2. Students:** Students are expected to use social media responsibly and be aware that their online behavior may reflect on the institution.
- **5.3. Social Media Administrators:** Authorized individuals managing official social media accounts of Nogginways Academy must ensure compliance with this policy and adhere to the social media guidelines set by the institution.

6. Procedures

- **6.1. Official Social Media Accounts:** All official social media accounts representing Nogginways Academy shall be registered with the institution's communications department for oversight and branding consistency.
- **6.2. Monitoring and Reporting:** Nogginways Academy reserves the right to monitor social media activities related to the institution and take appropriate action if any violations of this policy are identified.

7. Compliance and Consequences

- Failure to comply with this policy may result in disciplinary action, up to and including termination of employment, academic consequences, or loss of social media privileges.

8. Review and Revision

- This policy shall be reviewed periodically to ensure its relevance and effectiveness in addressing social media challenges and practices.

9. References

- Nogginways Academy's Code of Conduct
- Best practices for social media usage by educational institutions.

10. Approval and Effective Date

- This policy is approved by the Nogginways Academy's Board of Directors and becomes effective from August 25, 2050.