

Holy Cross College Social Media Policy for students and employees

Holy Cross College Social Media Policy

1. Purpose:

The purpose of this Social Media Policy is to provide guidelines for the appropriate and responsible use of social media platforms by members of the Holy Cross College community, including students, faculty, staff, administrators, and alumni, while also adhering to the laws of the Philippines, specifically Republic Acts 8293 or the Intellectual Property Code of the Philippines, 10173 or the Data Privacy Act of 2012, 10175 or the Cybercrime Prevention Act of 2012, and Act No. 315 of the Revised Penal Code of the Philippines.

This policy aims to ensure that interactions on social media align with the college's values, standards, and relevant legal frameworks.

2. Objectives

2.1 To ensure legal compliance of all social media activities conducted by individuals associated with Holy Cross College are in compliance with relevant Philippine Laws.

2.2 To prevent cyberbullying, harassment, and libelous behavior on social media platforms, in accordance with Republic Act 10175 or the Cybercrime Prevention Act of 2012.

2.3 To safeguard the privacy and confidentiality of individuals within the college community by adhering to data protection principles outlined in Republic Act 10173 or the Data Privacy Act of 2012.

2.4 To ensure that personal data is handled responsibly and ethically.

2.5 To ensure that official statements, announcements, and communications representing Holy Cross College are made by authorized representatives to maintain consistency and accuracy.

2.6 To raise awareness about intellectual property rights and promote responsible use of copyrighted materials in adherence with Republic Act 8293 or the Intellectual Property Code of the Philippines.

2.7 To reinforce the importance of academic integrity in all online discussions, discouraging plagiarism, cheating, and any behavior that undermines Holy Cross College's academic standards.

2.8 To encourage members of the Holy Cross College community to engage in constructive and respectful discussions on social media platforms that uphold the college's values of Fides (Faith), Caritas (Charity), and Libertas (Liberty).

3. Definition of Terms

Social media encompass websites and applications that allow users to generate and exchange content, as well as engage in social interactions.

Examples include, but are not confined to:

- Social Networking platforms like Twitter, Facebook, Instagram, Pinterest, TikTok, Tumblr, and Google+.
- Messaging services such as Viber, Hangout, WhatsApp, Messenger, Snapchat, Kik, Telegram, KakaoTalk, and Omegle.
- Streaming platforms including YouTube, Vimeo, Periscope, Twitch, Live.me, Streamnow, and all similar streaming websites.
- Other platforms like LinkedIn, Flickr, Quora, Reddit, Discord, and CuriousCat.

4. Scope

This policy applies to all individuals associated with Holy Cross College who engage in social media activities, including but not limited to posting, commenting, sharing, liking, and interacting on various social media platforms.

5. Guidelines:

5.1.1 Respect College Values: When engaging in social media activities, individuals must adhere to the values of Holy Cross College, which include integrity, respect, inclusivity, and academic excellence.

5.1.2 Transparency and Authenticity: Individuals should use their real names and be transparent about their affiliation with Holy Cross College when discussing college-related matters. They should make it clear that their views are personal and not representative of the college unless officially authorized.

5.1.3 Privacy and Confidentiality: Respect the privacy of others and do not share confidential or sensitive information related to the college, its students, faculty, staff, or administration. Always obtain necessary permissions before sharing personal information. Adhere to the provisions of Republic Act 10173 (Data Privacy Act of 2012) when handling personal data.

5.1.4 Civility and Respectful Communication: Maintain a respectful and civil tone in all online interactions. Avoid engaging in offensive, harassing, discriminatory, or defamatory language or behavior.

5.1.5 Academic Integrity: Uphold academic integrity in all online discussions related to the college. Do not engage in plagiarism, cheating, or any behavior that undermines the college's academic standards.

5.1.6 Intellectual Property: Respect copyright and intellectual property rights. Always give proper credit when sharing or using content created by others. Adhere to the provisions of Republic Act 8293 (Intellectual Property Code of the Philippines) when using copyrighted material.

5.1.7 Accuracy and Truthfulness: Ensure that information shared is accurate and truthful. Avoid spreading false or misleading information.

5.1.8 Endorsements and Sponsorships: Posting about products, services, or organizations, is not allowed without the approval of the management.

5.1.9 Official Communication: Official statements, announcements, and communications representing Holy Cross College should only be made by authorized college representatives. Individuals should avoid speaking on behalf of the college without proper authorization.

5.2 Monitoring and Enforcement

The college reserves the right to monitor social media activities that involve college-related content. Failure to comply with this policy may result in appropriate disciplinary actions.

5.2.1 HCC Recognized Student Organization Social Media Accounts:

On students and employees setting up new official/recognized student organization social media accounts:

- Students are allowed to create a new HCC recognized student organization social media account provided that it is only for official school use such as Student organizations or school programs/projects.

- Students may only create new HCC recognized student organization social media account upon the endorsement and supervision of an adult HCC personnel, adviser, moderator, and application and approval of the Information and Communication Department.

- Student created social media accounts such as the “Freedom Wall” and the like are not authorized by the school thus, is not an official HCC social media account. The content, views, opinion, language used/ expressed therein do not necessarily reflect those of the School

- Employees may only create a page for their program, advocacy, or project if it is submitted and approved by the Information and Communication Department.

- Upon approval of this social media policy, existing pages must submit an application to the Information and Communication Department for mapping and validation of HCC social media accounts.

5.3 Social Media Posts

All content shared through Holy Cross College's social media accounts represents the institution. It is crucial to exercise careful consideration when crafting messages. It is imperative to ensure that messages are appropriate and do not harm the College's comprehensive development and reputation.

Measures should be implemented to minimize the potential for communication errors on social media. This includes verifying the accuracy and authenticity of content before publishing.

All posts must align with Holy Cross College's values, ethics, and relevant school regulations.

Students and employees contributing content to the College's social media accounts are prohibited from sharing or endorsing content that:

- Harasses, bullies, or intimidates individuals.

- Instructs, coerces, or incites others to engage in harassment, bullying, or intimidation.
- Aims to extort money, incite violence or hatred, or engage in blackmail.
- Is abusive, targeting aspects like age, disability, gender, status, race, religion, belief, sex, sexual orientation, or political stance.
- Contains inappropriate images, photos, videos, or audio that go against the conduct expected of a student at Holy Cross College.

All content posted or promoted on the College's social media accounts should consistently show respect and courtesy towards others.

The use of social media accounts is not intended for critiquing or engaging in disputes, whether within the Holy Cross College community or beyond.

When creating posts, it is vital to consider the legal implications, including avoiding breaches of confidentiality, defamatory statements, and copyright infringements.

5.4 Social Media Parameters

Using social media for communication should avoid:

5.4.1 Sharing details about the school's daily functions and procedures.

5.4.2 Disclosing unconfirmed school events or occurrences.

5.4.3 Revealing upcoming plans that haven't been made public yet.

5.4.4 Violating intellectual property rights.

5.4.5 Exposing personal information of others without consent.

5.4.6 Contravening the HCC principles and spiritual beliefs.

5.4.7 Violating the school's standards of professionalism and confidentiality.

5.5 Social Media in an Emergency

Social media plays a crucial role in delivering important information to students and the HCC community during emergency situations. As a result, it is essential that the information shared is timely, consistent, and accurate. All emergency communications from the School will be exclusively issued through the official social media account/s.

5.5.1. In cases of class suspension due to technical concerns, recommendations will be provided by the Academic Council and Human Resource and Management Office, but official announcements will be made by the Information and Communication Department.

Similarly, any other class suspensions will be announced by the Information and Communication Department in coordination with relevant departments, subject to the President's or the Vice President of Academic Affairs' approval.

These announcements will be conveyed via official Facebook, Instagram, and Twitter pages.

5.5.2. To avoid the risk of disseminating conflicting or incorrect information, it is crucial that all other social media accounts refrain from posting updates during an ongoing incident.

5.5.3. Students or employees found misusing Official Social Media Accounts may face disciplinary consequences in accordance with the School's rules and regulations.

5.6 Account Security

5.6.1 To avoid hacking that can result in significant harm to reputation, potential spread of misinformation, and compromise the security of students and the broader school community, a designated responsible individual must be established in accessing any registered and approved HCC social media account.

5.6.2 It is advisable for the designated individual to select a robust and secure password comprising of capital letters, special characters, and numbers that

are distinct from personal passwords. The designated individual must also install a security application for two-factor authentication.

5.6.3 During emergency situations, such as the hacking of any HCC account, the responsible personnel will immediately inform the Information and Communication Department to promptly address the issue.

5.7 Resolving Challenges and Problems

5.7.1 In the event of a hack, compromise, or accumulation of negative comments on any the HCC social media account, the responsible individual or relevant departments must collaborate with the Information and Communication Department to resolve the matter.

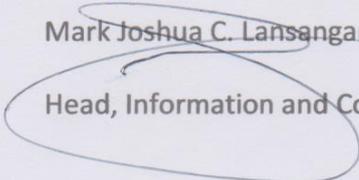
5.7.2 When the situation is deemed severe, posing physical threats or jeopardizing Holy Cross College's standing, a crisis management team will be convened in accordance with the School's Crisis Communication Management Plan.

6. Disclaimer

This policy is subject to change, and individuals are responsible for staying updated with any revisions. Holy Cross College is not responsible for the content posted by individuals on their personal social media accounts.

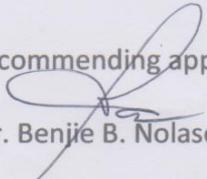
By engaging in social media activities related to Holy Cross College, individuals acknowledge their understanding and agreement to comply with this Social Media Policy and relevant Philippine laws.

Prepared by:

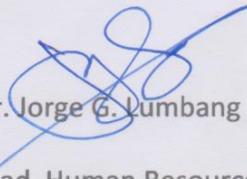

Mark Joshua C. Lansangan

Head, Information and Communication Department

Recommending approval,


Mr. Benjie B. Nolasco

Dean, Student Affairs and Services Department

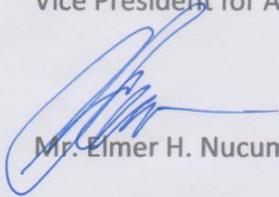

Mr. Jorge G. Lumbang

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Vice President for Academic Affairs



Mr. Elmer H. Nucum

President

* Received and understood by the heads and members of the following departments:

Integrated and Basic Education Department

Senior High School Department

School of Arts Science and Education

School of Engineering, Computer, and Library Studies

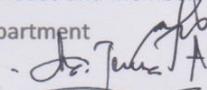
School of Criminal Justice

School of Business Management and Accountancy

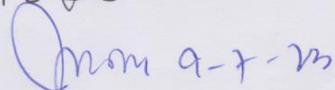
School of Hospitality Management

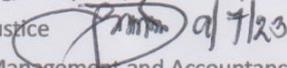
Student Affairs and Services Department

Office of the Registrar

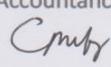
 Dr. Juan A. Aljiz 9-7-23

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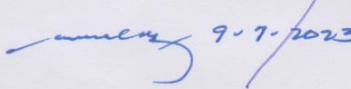
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