



MWASHITA ACADEMY

Social Media Policy

Mwashita Academy has adopted the following policy regarding employees' behaviour on social networking sites including, but not limited to, Facebook, Twitter, LinkedIn, Pinterest, Instagram, Snap Chat and YouTube. If you wish to use networking protocols or set up a social media site as a part of the educational process, please work with your administrators and technology staff to identify and use a restricted, school-endorsed networking platform. Such sites will be the property of the Academy who will have unrestricted access to, and control of, such sites. This policy is intended to supplement, not replace, the Mwashita's other policies, rules, and standards of conduct. For example, Mwashita Academy's policies on confidentiality, use of Academy equipment, professionalism, employee references and background checks, workplace violence, unlawful harassment, and other rules of conduct are not affected by this policy. You are required to comply with the following rules and guidelines when participating in social media activities that are governed by this policy:

- Always comply with the law. Do not post any information or engage in any social media activity that may violate applicable local, government laws or regulations.
- Do not engage in any discriminatory, harassing, or retaliatory behaviour in violation of Mwashita Academy policy.
- Respect copyright, fair use, and financial disclosure rules and regulations. Identify all copyrighted or borrowed material with proper citations and/or links.
- Maintain the confidentiality of the Mwashita Academy's trade secrets and private or confidential information. Trade secrets may include information regarding the development of systems, processes, products, know-how, and technology. Do not post internal reports, policies, procedures, or other internal business-related confidential communications. This prohibition applies both during and after your employment with the Mwashita Academy.
- Do not post confidential information (as defined in this Handbook) about the Mwashita Academy, its employees, or its students. Remember that most student information is protected by law, including all information that might identify the student. Publicizing student work and accomplishments is permitted only if appropriate consents are obtained.
- While limited and incidental social media activities at work may be tolerated, such social media activities may not interfere with your job duties or responsibilities.
- Be knowledgeable about and comply with the Mwashita Academy's background check procedures.
- Be knowledgeable about and comply with the Mwashita's reference policy. Do not provide employment references for current or former employees, regardless of the substance of such comments, without prior approval from management.
- We encourage you to be fair and courteous to fellow employees, students, parents, vendors, customers, suppliers, or other people who work on behalf of Mwashita Academy. We also encourage you to avoid posting statements, photographs, video, or audio that could be reasonably viewed as malicious, obscene, threatening, or intimidating, that disparage employees, students, parents, vendors, customers, suppliers, or other people who work on behalf of the Academy, or that might constitute harassment or bullying.
- Make sure you always try to be honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Please do not post any information or rumours that you know to be false about Mwashita Academy, fellow employees, students, parents, vendors, customers, suppliers, people working on behalf of Mwashita Academy, or competitors.

- Never represent yourself as a spokesperson for Mwashita Academy unless authorized to do so. If you publish social media content that may be related to your work or subjects associated with Mwashita Academy, make it clear that you are not speaking on behalf of the Academy and that your views do not represent those of the Academy, fellow employees, students, parents, vendors, customers, suppliers, or other people working on behalf of the Academy. It is best to use a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of Mwashita Academy.”
- Employees are not to initiate “friendships” with students. Employees shall not accept students as friends on any personal social networking sites and are to decline any student-initiated friend requests. Employees must delete any students already on their “friends” list immediately. Employees should also be aware that participation in social media, even in a private setting, may not remain private and posts may become public knowledge and/or reported to the Mwashita Academy. Employees should weigh whether a particular posting puts his/her effectiveness as a Mwashita Academy employee at risk. Mwashita Academy encourages employees to post only what they want the world to see. Imagine that students, their parents, or administrators will visit your site as most information is available to the public even after it is removed from the site. Employees may not discuss students nor post images that include students.

This policy should not be construed, and will not be applied, in a manner that violates employee rights under the Labour Relations Act.

Employees may not comment on a student's blog or a student's other social networking commentaries.

Employees may not use trade names, or logos belonging to Mwashita Academy without express written permission of the principal.

In the event you have any questions about whether a particular social media activity may involve or implicate the Academy, or may violate this policy, please contact the principal.

Social media is in a state of constant evolution, and the Academy recognizes that there will likely be events or issues that are not addressed in these guidelines. Thus, each employee is responsible for using good judgment and seeking guidance, clarification, or authorization before engaging in social media activities that may implicate this policy.

Failure to comply with this social media policy will result in disciplinary action, up to, and including termination

Adoption of Policy

Policy adopted on: 03 June 2022 by the Board of Directors and signed off by

Dr. Weston Mwashita

Designation: Executive Chairperson and Founder

Signature:



Representing the Board of Directors

Date of Review	3rd June 2022
Date of next whole policy review	June 2023