

SOCIAL MEDIA POLICY FOR LE CORDON BLEU AUSTRALIA STUDENTS

1 Purpose and Objectives

- 1.1 Le Cordon Bleu Australia (LCBA) supports student participation in online communities, recognising that social media channels provide unique opportunities to participate in discussions and share information on topics of interest.

2 Definitions, Terms, Acronyms

Throughout this policy the following definitions apply:

- 2.1 Social media usage includes web-based and mobile technologies and is aimed to promote interactive discussion, sharing of knowledge, connection to a community of similar interests and expression of creativity. Social media channels include online discussion forums, Facebook, Twitter, LinkedIn, YouTube, Instagram, Weibo, WeChat, digital tools, and include email and SMS.
- 2.2 Social Media refers to online channels of communication that allow users to interact in the public domain by sharing information, opinions, knowledge and interests. It includes, but is not limited to, social networking services such as Facebook, Twitter, LinkedIn, Google+, Instagram, YouTube, Snapchat, wikis, blogs and online forums.
- 2.3 Bullying is defined as unfair treatment, excessive criticism, persistent nit-picking, intimidating, aggressive or undermining behaviour which makes the recipient(s), feel upset, humiliated, threatened or vulnerable and undermines their self-confidence and integrity.
- 2.4 Cyberbullying is the use of the Internet and related technologies to harm or harass other people, in a deliberate, repeated, and hostile manner.
- 2.5 Harassment is unwanted conduct based on the grounds of religious belief, political opinion, sex (including gender reassignment, marital or civil partnership status), race/ethnicity, disability, sexual orientation or age which has the purpose or effect of violating that person's dignity or creating an intimidating, hostile, degrading, humiliating or offensive environment for that person. Differences of attitude, background or culture and the misinterpretation of social signals can mean that what is perceived as harassment by one person may not seem so to another; nevertheless, this does not make it acceptable. It is the purpose or effect of the behaviour, rather than the motive that must be considered.

3 Policy Scope

- 3.1 This policy is specifically for LCBA students who are using (or considering using) social media in any capacity. It applies to all LCBA students, including students who are studying LCBA online programs.

3.1.1 Policy aims

- 3.1.1.1 This policy offers advice and guidance to students on appropriate use of social media, and the potential consequences of misuse. It will help students understand the reputational, legal and ethical implications of engaging in online communication and what can happen if social media is misused, whether intentionally or otherwise.
- 3.1.1.2 This policy does not sit in isolation, and students need to be aware that a number of other relevant policies and guidelines (listed below) exist and are

SOCIAL MEDIA POLICY FOR LE CORDON BLEU AUSTRALIA STUDENTS

relevant to their conduct while using social media. Students need to be aware of, and abide by, these relevant policies and guidelines during their time at Le Cordon Bleu Australia:

- Policy statement
- Definitions and clarification
- General policy principles
- Monitoring of social media
- Breaches of the policy
- Complaints
- Implementation

3.1.2 Policy statement

3.1.2.1 This policy is designed to encourage LCBA students to use social media in a responsible way, taking advantage of the opportunities for discussion, information-sharing and enhanced learning they offer, without putting at risk their personal security, their current or future career prospects, or the reputation of Le Cordon Bleu Australia.

3.1.2.2 This policy aims to:

- encourage the responsible use of social media by LCBA students
- raise awareness of relevant Australia legislation and regulations, and relevant LCBA policies
- outline the responsibilities of individuals for the use of social media for LCBA purposes
- highlight the potential risks of using social media for personal use
- promote effective and innovative use of social media as an integral part of the LCBA's activities
- provide clear guidelines on how breaches of this policy will be addressed
- protect the reputation of the LCBA, its staff, students, and partner organisations.

4 Procedure

4.1 It is the responsibility of students to read and act in accordance with the principles of this policy. It is also the responsibility of students to read and act in accordance with the rules and guidelines set out by individual social media, social networking and website hosting companies and providers.

4.2 Social media must only be used in ways that do not breach LCBA policies, statutes, regulations or ordinances. Students should be aware that breaches of such policies, statutes or regulations may affect their progression to the next level of study - in serious breaches, consequences may also include suspension and expulsion. Professional bodies and employers make no distinction

SOCIAL MEDIA POLICY FOR LE CORDON BLEU AUSTRALIA STUDENTS

between using social media in a personal capacity and as a LCBA student. Consequences of breaches also include placement offers being retracted due to information that may have been posted on personal social media sites.

Ultimately, inappropriate postings/use of social media may also affect a student's ability to find work once they have graduated.

4.2.1 Responsibilities of students in personal online/social media presence

4.2.1.1 Students are personally responsible for content they post or share via social media. It is essential that students respect the privacy and the feelings of others at all times, and understand that the content posted via social media is a permanent record which is shared instantaneously with a potentially global audience.

4.2.1.2 Students must also be aware that many of our prospective students are minors (younger than 18 years of age) and that interactions with these persons should always be approached with caution, ensuring that the content of conversations/responses is suitable for under 18s.

4.2.1.3 Le Cordon Bleu Trademark

4.2.1.3.1 Students must not use the Le Cordon Bleu trademarks including the name or logo on personal social media sites or other websites.

4.2.1.4 Le Cordon Bleu Name

4.2.1.4.1 A student's personal online or social media profiles may reference the Le Cordon Bleu name as their place of study, but it must be made clear that comments/posts/shares made by the account holder are made in a personal capacity only. Students should include a simple and visible disclaimer such as: "The views I express are mine alone and do not reflect the views of my place of study" for clarity.

4.2.1.5 Le Cordon Bleu Australia's Intellectual Property

4.2.1.5.1 Study materials from Le Cordon Bleu programs and courses, including recipes, are the intellectual property of Le Cordon Bleu. All reproduction or transmission, integral or partial, of the content of the course and/ or recipes, in any form or by any means (photocopying, scanning, re-typing and/or other) is prohibited without the written and prior authorisation of Le Cordon Bleu Australia.

4.2.1.6 Photography and Videography

4.2.1.6.1 Students may take photographs and videos of the Institute's premises only with the prior approval of a member of the Institute's senior management. Le Cordon Bleu will normally permit students to take, at the end of class and for strictly personal use only, photographs of dishes prepared by Le Cordon Bleu master chefs

SOCIAL MEDIA POLICY FOR LE CORDON BLEU AUSTRALIA STUDENTS

from recipes demonstrated during that class. Students agree that copyright in all photographs taken on the Institute's premises may be used by students only for personal, non-commercial purposes. The use by students of video cameras or any other form of moving picture camera or audio recording equipment is not permitted on the Institute's premises

4.2.1.6.2 Any communication by a Le Cordon Bleu student made in a personal capacity through social media must not:

- do anything that could be considered discriminatory against, or bullying or harassing of, any individual, e.g. making offensive or derogatory comments relating to sex, gender, race (including nationality), disability, sexual orientation, religion or belief or age;
- contain images or other content that is sexually explicit or illegal
- bring discredit to Le Cordon Bleu in any way, for example insulting fellow students or other individuals; making/sharing defamatory or offensive comments about individuals or groups; liking/posting/sharing/linking to images or other content that is inappropriate, sexually explicit or illegal.
- breach copyright: for example, by using someone else's images or content without written permission, or by failing to give acknowledgement where permission has been given to reproduce. This means, for example, not posting articles or pictures scanned from newspapers or magazines. Posting such content may result in legal action by the copyright owner.
- breach confidentiality: for example, by revealing/posting confidential information owned by Le Cordon Bleu; an individual, business or other organisation; posting contact details, pictures or personal details of other students or members of staff or members of the public without their prior permission. Students must seek prior advice from their teachers or the Principal of the school if unclear about what information might be deemed confidential.

4.2.1.6.3 If there is any doubt about the accuracy of information to be shared on a social media network or site, then students should refrain from posting, commenting, liking or sharing this information.

SOCIAL MEDIA POLICY FOR LE CORDON BLEU AUSTRALIA STUDENTS

4.3 General Principles Underpinning Moderation

4.3.1 Monitoring of Social Media

- 4.3.1.1 Le Cordon Bleu Australia will monitor official social media sites , such as Facebook, Twitter, Instagram, and reserves the right to request the removal of any content deemed to be in breach of this policy.
- 4.3.1.2 Le Cordon Bleu Australia monitors references to Le Cordon Bleu online and will act where necessary to protect its reputation. The school will refer to social media sites when investigating breaches or complaints under this policy.

4.3.2 Breaches of Policy

- 4.3.2.1 Le Cordon Bleu Australia has the right to request the removal of content from an official social media account and/or from a personal account if it is deemed that the account or its content breaches this policy.
- 4.3.2.2 If any student acts in a manner which breaches this policy or engages in any conduct likely to bring Le Cordon Bleu Australia, its delivery partners, or Professional Experience employer into disrepute, he or she will be liable to disciplinary action under the Student Behaviour and Termination Policy.

4.3.3 Complaints

- 4.3.3.1 Complaints concerning the misuse of social media by Le Cordon Bleu Australia students, or cyberbullying will be dealt with using the procedures set out under LCBA Academic and General Policies and Procedure.
- 4.3.3.2 Complaints about social media misuse or cyberbullying by a Le Cordon Bleu student should be directed to Le Cordon Bleu Australia Senior Management in the first instance. Complaints will be logged and referred to the appropriate school authorities for action.
- 4.3.3.3 Where a complaint involves threatening or potentially criminal online social media behaviour, the matter will also be reported to the Police for investigation.
- 4.3.3.4 This will include, but is not limited to, complaints in which a student is alleged to have:
- posted online photos or videos of people in a place where he or she would expect privacy;
 - threatened violence;
 - accessed or shared child pornography;
 - sent sexually explicit images or photos;
 - engaged in stalking, or committed a hate crime.

4.3.4 Implementation

- 4.3.4.1 Le Cordon Bleu Australia will ensure that this policy and the appropriate procedures are implemented and disseminated and are kept under regular evaluation and review, in line with the school's procedures for developing

SOCIAL MEDIA POLICY FOR LE CORDON BLEU AUSTRALIA STUDENTS

policies. The policy will be reviewed two years from the date of its implementation.

5 Related Policies

- N/A

Change and Version Control

Version	Date	Policy Owner/ Stakeholder (Role)	Changes
1.0	20 July 2016	Web Marketing Manager	New policy
2.0	18/10/2016	Web Marketing Manager	Update content on policy