

# STUDENT SOCIAL MEDIA STATEMENT OF EXPECTATIONS

## 1. PURPOSE

The Student Social Media Statement of Expectations offers advice and guidance to the LCBA Student Community on appropriate use of social media, and the potential consequences of misuse. These guidelines outline the reputational, legal and ethical implications of engaging in online communication and the effect if social media is misused, whether intentionally or otherwise.

- Encourage the responsible use of social media by the LCBA Student Community.
- Raise awareness of relevant Australian 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 LCBA's activities.
- Provide clear guidelines on how breaches of LCBA Social Media expectations will be addressed.
- Protect the reputation of the LCBA, its staff, students, and partner organisations

## 2. APPLICATION/SCOPE

- The Student Social Media Statement of Expectations are designed for all current and past students of LCBA and which comprises the LCBA Community.

## 3. LCBA STUDENT COMMUNITY GUIDELINES

These expectations are designed to encourage the LCBA Student Community to use social media in a responsible way, taking advantage of the opportunities for discussion, information-sharing and enhanced learning social media platforms offer, without putting at risk student personal security, or their current or future career prospects, or the reputation of LCBA.

### 3.1 Responsibilities of the LCBA Student Community in personal online/social media presence

- Students are personally responsible for content they post or share via social media or any other form of user-generated media.
- The LCBA Student Community are responsible for reading and acting in accordance with the rules and guidelines set out by individual social media, social networking and website hosting companies and providers.
- Social media should only be used in ways that do not breach LCBA policies, statutes, or regulations.
- It is essential that students always respect the privacy and the feelings of others and understand that the content posted via social media is a permanent record which is shared instantaneously with a potentially global audience.
- Students need to be aware that many of our prospective students are minors (younger than 18 years of age) and that interactions with this underage group should be appropriate, ensuring that the content of conversations/responses is suitable for under 18s.

### 3.2 Responsibilities of the LCBA Student Community regards Le Cordon Bleu Trademark and Intellectual Property

- Students cannot use the Le Cordon Bleu trademarks including the name or logo on personal social media sites or other websites.



- A student's personal online or social media profiles may reference the Le Cordon Bleu name as their place of study, but it should be made clear that comments/posts/shares are made in a personal capacity only and 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"*.
- Study materials from Le Cordon Bleu programs and courses, including recipes, are the intellectual property of Le Cordon Bleu.
  - The LCBA Student Community is not permitted to share LCBA recipes on any social media channels including all online discussion forums, social media platforms, blogs, webpages, e-mail, instant messaging and text messaging
  - 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 LCBA.

### **3.3 Responsibilities of the LCBA Student Community for social media Photography, Videography and Audio-recording**

- Students are permitted to take photographs or video of:
  - LCBA kitchens or classrooms *with permission* from the chef lecturer/class lecturer.
  - dishes prepared by themselves or, *with permission*, by chefs/presenters during class. This permission is provided for personal use of material only. Photos and video taken cannot be used for commercial purposes.
- Students are encouraged to share user-generated content by tagging the LCBA social media accounts or using #lecordonbleuaustralia

### **3.4 Responsibilities of the LCBA Student Community in regard to Illegal and inappropriate content**

- The LCBA Student Community is expected to not post any content that:
  - brings discredit to LCBA through unacceptable posts or commentary.
  - could be considered discriminatory, or bullying or harassing, of, any individual. This includes:
    - making offensive or derogatory comments relating to age, sex, gender, race, nationality, disability, sexual orientation, religion or belief
    - insulting fellow students or other individuals;
    - making/sharing defamatory or offensive comments about individuals or groups;
  - Contains images or other content that is inappropriate, sexually explicit or illegal whether liking/posting/sharing or linking to such images.
  - breaches copyright and includes using someone else's images or content without written permission, or by failing to give acknowledgement where permission has been given to reproduce. This also includes posting articles or pictures scanned from newspapers or magazines as posting such content may result in legal action by the copyright owner.
  - breaches confidentiality by revealing/posting confidential information owned by LCBA, or of an individual, business or other organisation. This includes the posting of contact details, pictures or personal details of other students, or members of staff, or members of the public, without their prior permission.
- Advice should be sought from LCBA teachers or staff if a student is unclear about what information might be deemed confidential.



- The LCBA Student Community is expected to refrain from posting, commenting, liking or sharing information on a social media network or site where there is any doubt about the accuracy or appropriacy of information.

#### **4 LCBA Responsibilities and Social Media Monitoring activity**

- LCBA will monitor social media platforms for:
  - references to LCBA and will act where necessary to protect its reputation.
  - inappropriate and/or illegal material and content
- LCBA will request the change or removal of any content (including but not limited to comments, images, videos) that it deems to be offensive, discriminatory, profane, indecent, slanderous, obscene, soliciting, threatening or illegal and block any users who post such content. This also includes commercial content and unsolicited advertising.
- LCBA will respect students' freedom of expression where it is not a breach of LCBA's social media expectations.

#### **4.2 Breaches of LCBA's Social Media guidelines**

- LCBA may proceed with legal litigation if LCBA Student community participants post material considered an infringement on the rights of others.
- Any LCBA Student Community participant who breaches the social media expectations outlined above or engages in any conduct likely to bring LCBA, its delivery partners, or Professional Experience employer into disrepute, will be liable to disciplinary action under the *Student Code of Conduct Policy*.
- Breaches of LCBA policies, statutes or regulations may affect a student's progression to the next level of study. Serious breaches may result in suspension, expulsion or rescission of award.
- Inappropriate postings and use of social media on personal social media sites may also result in industry placement offers being retracted or affect a student's ability to find work once they have graduate.

#### **4.3 Complaints from misuse of Social Media**

- Complaints arising from the misuse of social media or cyberbullying by the LCBA Student Community will be dealt with using the procedures set out under the *Student Complaints and Appeals Policy*.
- Complaints directed to LCBA about social media misuse or cyberbullying will be logged and referred for action, if deemed necessary.
- Complaints involving threatening or potentially criminal online behaviour will be reported to the Police for investigation.
- Examples of these complaints include where a student is alleged to have transmitted, posted, shared or displayed:
  - hate speech;
  - offensive material;
  - online photos or videos of people in a place where he or she would expect privacy;
  - material regarding illicit drugs or violence;
  - sexually explicit material - images, photos or videos;
  - material regarding criminal skills and/or illegal activity;
  - material of a defamatory, discriminatory or harassing nature;
  - hacked material;



- engaged in stalking or committed a hate crime;
- accessed or shared child pornography;
- any content that depreciates the Le Cordon Bleu brand.

**5. DEFINITIONS**

‘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.

‘Cyberbullying’ is the use of the Internet and related technologies to harm or harass other people, in a deliberate, repeated, and hostile manner.

‘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.

‘LCBA Student Community’ and ‘Student’ refers to all current and past enrolled LCBA students including LCBA gourmet short course participants, students who have deferred, withdrawn or not successfully completed their course and the LCBA Alumni.

‘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 all online discussion forums, social media platforms, blogs, webpages, e-mail, wikis, instant messaging and text messaging. Social media platforms include, but is not limited to, Facebook, Instagram, Twitter, LinkedIn, Google+, YouTube, Snapchat, WeChat, Weibo.

‘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.

**6. RELATED LEGISLATION & DOCUMENTS**

- *Criminal Code Act 1995 (Cth)*
- *LCBA Student Code of Conduct Policy*
- *LCBA Student Complaints and Appeals Policy*
- *Privacy Act 1988*
- *Work Health and Safety Act 2011*

**7. FEEDBACK**

- These guidelines will be reviewed every 12 months to reflect the dynamic nature of the social media environment.
- Comments on this document can be emailed to [Australia-compliance@cordobleu.edu](mailto:Australia-compliance@cordobleu.edu)

**8. CHANGE HISTORY**

Amendment History	Details
30 March 2021	New document