

POLICY PURPOSE

The Livingstone High School Alumni Association (LHSAA) embraces Social Media as a prominent form of interaction and the opportunity these tools provide to communicate with the LHSAA community, including students, staff, parents and alumni and external interested parties. This policy regulates the creation and use of LHSAA Social Media Accounts.

DEFINITIONS

1. Social Media – Media is based on the use of web and mobile technologies that allow for user-generated exchanges of information. Social Media is a term used to describe web-based tools and platforms that enable individuals the ability to share and communicate ideas with each other quickly and publicly. Examples include, but are not limited to, Twitter, Facebook, LinkedIn, Pinterest, YouTube, Flickr, Instagram, and Whatsapp etc. Social media may also include discussion forums, blogs, Wikis, and video-sharing.
2. LHSAA Social Media Account/Page – Any registered account administered by the LHSAA or its authorised representatives on any social network used in support of the function or needs of the LHSAA. Typically, these accounts include the name of LHSAA. (Accounts administered by any other groups or individuals are considered non-sponsored accounts, and the LHSAA is not responsible for the content shared on those accounts.)
3. Account Administrator / Administrator – refers to any official who has been designated by the LHSAA to perform the role of creating and executing social media campaigns to promote the LHSAA, conducting trends research, and responding to complaints, questions and comments left on the LHSAA's social media pages and monitors site analytics.

POLICY STATEMENT

1. While the LHSAA respects the right to speak on matters of public concern as a private citizen, members of the LHSAA community are expected to use all forms of Social Media lawfully and respectfully and maintain integrity. The LHSAA will apply the same laws, codes, regulations and policies regardless of whether communications take place via Social Media or face-to-face.
2. The LHSAA authorizes the creation and use of LHSAA Social Media accounts, provided their use is professional, protects the reputation and brand of the LHSAA, and complies with LHSAA policies and applicable laws and regulations.
3. All LHSAA Social Media Accounts must be coordinated through, vetted and approved by LHSAA .
4. The LHSAA Communications and Marketing Sub Committee shall oversee the LHSAA's presence on Social Media platforms and reserves the right to regulate Social Media Accounts.
5. Posts and other content added by administrators of LHSAA Social Media Accounts are official LHSAA content and are the property of the LHSAA.
6. The information posted on LHSAA Social Media accounts will be treated like any other public information and may be screened for potential violations of law or policy.

7. When speaking or acting as a private person, individuals should avoid creating the impression they are speaking or acting on behalf of the LHSAA unless they have been authorised to do so.
8. This policy applies to the use of LHSAA Social Media Accounts by the LHSAA community and comprising the alumni, staff, students and parents of LHS to represent or discuss matters concerning the LHSAA and applies when representing the LHSAA or discussing matters concerning the LHSAA.

SUPPORT INFORMATION

1. Content posted to a non-LHSAA Social Media Page using LHSAA computer equipment or network is subject to this policy and the LHSAA Information and Communication Technology (ICT) Acceptable Use Policy as well as the LHSAA Protection of Personal Information Policy.
2. Depending upon your affiliation with the LHSAA, your online activity may be subject to other applicable policies and laws including but not limited to:
 - a. A specific Social Media platform's code of conduct or user guidelines
 - b. LHSAA ICT Acceptable Use Policy
 - c. Protection of Personal Information Act 4 of 2013 and
 - d. LHSAA POPIA Policy
3. Posting on LHSAA Social Media by Users
 - a. The LHSAA does not continually monitor Social Media and thus cannot immediately review every comment posted on LHSAA Social Media Accounts. User-provided content is not screened or evaluated during the submission process. Opinions expressed by users do not necessarily reflect the opinion of the LHSAA and the LHSAA cannot immediately verify the accuracy of such posts. The LHSAA reserves the right to remove content and to revoke the user's privilege to post to LHSAA Social Media Accounts.
 - b. Users are encouraged to report content that does not violate the Social Media platform's code of conduct, relevant LHSAA policies or the law to the Administrator of the platform.

PROCEDURES

1. Each LHSAA Social Media Account must have an account administrator assigned to monitor the site and ensure it adheres to the following:
 - a. Has the proper approvals of the LHSAA to post and manage the site
 - b. Includes the prescribed disclaimer statement regarding opinions and links contained within the site.
 - c. Adheres to the terms of use/service set forth by any applicable third-party Social Media Outlet.
 - d. Complies with all laws, regulations and LHSAA policies, including but not limited to harassment, privacy, confidentiality, copyright, trademark, intellectual property, information security, information technology, commercial soliciting and libel.
 - e. Uses LHSAA symbols in accordance with LHSAA policies.
2. Any additional related operating procedures must comply with and should reference this policy.