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Reviewed By:	DA 21/11/23

## SOCIAL MEDIA AND NETWORKING POLICY

### 1. SCOPE AND PURPOSE OF THIS POLICY

- 1.1 This Policy deals with the use of all forms of social media, including (but not limited to) Facebook, LinkedIn, Twitter, WhatsApp, all other social networking sites, and all other internet postings, including blogs. It applies to the use of social media for both study and personal purposes.
- 1.2 The purpose of this Policy is to protect the Company and its students and their reputation and goodwill from undue harm. The Policy applies regardless of whether the social media is accessed using the Company IT facilities and equipment or personal IT equipment.
- 1.3 Users are responsible for the success of this Policy, and you should therefore ensure that you take the time to read and understand it. Any misuse of social media should be reported to the Company's Student Services team at [ukstudentservices@barbri.com](mailto:ukstudentservices@barbri.com)

### 2. COMPLIANCE WITH RELATED POLICIES AND AGREEMENTS

- 2.1 Social media should never be used in a way that breaches any of the Company's Policies. If an internet post would breach any policy in another forum, it will also breach them in an online forum. For example, you are prohibited from using social media to:
- 2.1.1 breach other sections of the Company's policies (including Data Protection and Diversity policies);
  - 2.1.2 breach any obligations you may have relating to confidentiality (this includes discussing the fact of or the outcome of Disciplinary or Complaint matters).
  - 2.1.3 defame or disparage the Company or its affiliates, employees, students, customers, clients, business partners, suppliers, vendors, or other stakeholders.
  - 2.1.4 harass or Bully the Company employees or students in any way; or
  - 2.1.5 breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by making misleading statements).

The above list is **not exhaustive**. Should you breach any of the above Policies you will be subject to Disciplinary Action.

### 3. MONITORING

- 3.1 The Company may, at its sole discretion, monitor its IT equipment and networks for compliance with this Policy.
- 3.2 If you are suspected of committing a breach of this Policy, you will be required to cooperate with all internal Investigations, which may involve handing over relevant passwords and login details.

- 3.3 You may be required to remove internet postings which are deemed to constitute a breach of this Policy. Failure to comply with such a request may result in Disciplinary Action.
- 3.4 This Policy is non-contractual and may be amended from time to time to meet the operational needs of the Company.

#### **4. RESPONSIBLE USE OF SOCIAL MEDIA**

- 4.1 To protect the Company's business reputation, you must not post disparaging or defamatory statements about our employees, students, clients, suppliers, agents, vendors, and other affiliates and stakeholders.
- 4.2 You should also avoid social media communications that might be misconstrued in a way that could damage the Company's business reputation, even indirectly.
- 4.3 Unless specifically authorised by the Company, you should make it clear in social media postings that you are speaking on your own behalf and not that of the Company.
- 4.4 You are not permitted to create your own company social media page (e.g., Facebook, Google Plus, LinkedIn etc.) or company related social media pages, without prior authorisation from the Operations and Marketing teams. Should you be found to have created your own company social media page, or a company related social media page, you will be asked to remove/delete such page immediately and may be subject to Disciplinary Action.
- 4.5 You will be personally responsible for what you communicate via social media. Remember that what you publish might be available to be read by the masses (including the Company itself, future employers, students and social acquaintances) for a long time. Keep this in mind before you post content.
- 4.6 If you disclose your affiliation as a Student of the Company (for example, on a LinkedIn profile), you must also state that your views do not represent those of the Company. For example, you could state, "the views in this posting do not represent the views of BARBRI". You should also ensure that your profile and any content you post are consistent with the professional image you present to fellow students.
- 4.7 Avoid posting comments about sensitive business-related topics, such as the Company's performance. Even if you make it clear that your views on such topics do not represent those of the Company, your comments could still damage its reputation.
- 4.8 If you see content in Social Media that disparages or reflects poorly on the Company or its stakeholders, you should report to [ukstudentservices@barbri.com](mailto:ukstudentservices@barbri.com) or to your Learning Coach.

#### **5. RESPECTING INTELLECTUAL PROPERTY AND CONFIDENTIAL INFORMATION**

- 5.1 You should not do anything to jeopardise the Company's valuable trade secrets and other Confidential Information and Intellectual Property through the use of social media.
- 5.2 You should refrain from discussing anything that may be considered Confidential Information; this includes discussing the fact of or the outcome of Disciplinary or Complaint matters.

- 5.3 In addition, you should avoid misappropriating or infringing the Intellectual Property of other companies and individuals, which can create liability for the Company, as well as yourself as the individual author.
- 5.4 Do not use the Company logos, brand names, slogans or other trademarks, or post any confidential or proprietary information without prior written permission.
- 5.5 Respecting Students, Employees, Clients, Partners, and Suppliers.
- 5.6 Do not post anything that your fellow students, employees, customers, clients, business partners, suppliers, agents, vendors, or other stakeholders would find offensive, including discriminatory comments, insults or obscenity.
- 5.7 Do not post anything related to your fellow students, employees, customers, clients, business partners, suppliers, agents, vendors, or other stakeholders without their written permission.
- 5.8 During online classes you must ensure that your interactions with your tutor and other students remain respectful, non-discriminatory, and appropriate. Aggressive or offensive behaviour towards the tutor or other students will not be tolerated and will be treated as a disciplinary matter.