



COLOMBO HINDU COLLEGE PAST PUPILS ASSOCIATION (UK)



Colombo Hindu College PPA UK (CHCPPA-UK) Social Media Policy 2017

Overview

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a public-facing organisation, CHCPPAUK recognises the benefits of social media as an important tool of engagement, to communicate with and market promotions to our members and supporters.

It is important that the reputation of CHCPPAUK, as well as its affiliated sponsors and partners, is not tarnished in any way by anyone using social media tools inappropriately, particularly in relation to any content that directly references CHCPPAUK.

When someone clearly identifies their association with CHCPPAUK, or can easily be associated with CHCPPAUK through their involvement or membership, in this type of open forum, they are expected to behave and express themselves appropriately and in a manner that is consistent with CHCPPAUK's code of conduct policy.

The purpose of this social media policy is to provide some guiding principles for all members of CHCPPAUK to follow when using social media. This policy does not apply to the personal use of social media platforms by CHCPPAUK members where no reference is made to CHCPPAUK or any associated partners, sponsors or projects.

Scope

This policy applies to all Members of CHCPPAUK. This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

Maintaining a profile page on Social or business networking sites (such as LinkedIn, Facebook, Twitter, Whatsapp etc).

Maintaining a website for the association.

Content Sharing Including using sites such as Flickr (Photo Sharing), Instagram (Photo sharing) and YouTube (video sharing).

Commenting on blogs for personal and business reasons.

Leaving product or service reviews on retailer sites or customer review sites.

Taking part in online votes and polls.

Taking part in conversations on public and private web forums (message boards).

Editing a Wikipedia page.

The intent of this policy is to include anything posted online where information is shared that might affect members, sponsors, partners, customers, or supporters of CHCPPAUK as an organisation and the reputation of both the Association and the School and the competitions associated therewith.



COLOMBO HINDU COLLEGE PAST PUPILS ASSOCIATION (UK)



Guiding Principles

The web is not anonymous. CHCPPAUK members should assume that everything they write online, especially in open forums, can be traced back to them.

Due to the unique nature of CHCPPAUK as a Past pupils association of a school, the boundaries between personal and professional profiles and any associated opinions and comments can often be blurred. As such, it is essential that CHCPPAUK members clearly acknowledge this ambiguity when posting anything online and consider at all times their connection to CHCPPAUK and, as such, their role as a representative of the association.

Usage

For all CHCPPAUK members using social media, such use:

- Must not contain, or link to, libelous, defamatory or harassing content – this also applies to the use of illustrations or nicknames.
- Must not comment on, or publish information that is confidential in any way.
- Must not bring CHCPPAUK or its activities and any affiliated governing bodies into disrepute.
- Must not be directly linked with any pupils or youngsters aged 16 or below from a personal social networking account.

Official CHCPPAUK Website, Blogs, Social Pages & Online Forums

When creating a new website, social networking page or forum that is in any way or can in any way be judged to be associated with CHCPPAUK, care should be taken to ensure the appropriate person is given permission to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the permission of the child's parents and/or guardian.

For official CHCPPAUK Website, blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content
 - Some hosted sites may sell the right to advertise on their sites through “pop up” content, which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of “pop up” content cannot be controlled. Pop content providers should be verified first.
 - CHCPPAUK members must not use official CHCPPAUK pages to promote personal projects unless approved by the committee.
 - All materials published or used must respect the copyright of third parties. Consideration towards Others
- When Using Social Networking Sites



COLOMBO HINDU COLLEGE PAST PUPILS ASSOCIATION (UK)



Social networking sites allow photographs, videos and comments to be shared with thousands of other users. CHCPPAUK members must recognise that it may not be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at private CHCPPAUK functions will not appear publicly or on the internet. In certain situations, CHCPPAUK members could potentially breach the Privacy Act or inadvertently make CHCPPAUK liable for breach of copyright.

CHCPPAUK members should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given.

They must also remove information about another person should they be asked to do so. Under no circumstances should offensive comments be made about CHCPPAUK, School, staffs or any affiliated partners, sponsors, opponents or officials online.

Facebook Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.

- Members of CHCPPAUK FB Group should be past pupils of the school and should reside in UK. Purpose of CHCPPAUK FB Group is to communicate information related to our activities and socialise among the members only.
- Current appointed public Relation committee members are the admins of FB Group of which CHCPPAUK represents.
- Facebook Pages enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook. Unlike your profile, Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them. Authenticity is at the core of Facebook. Just as profiles should represent real people and real names, so too should Pages for entities. Only the official representatives of a public figure, business or organization should create a Facebook Page.
- Current appointed public Relation committee members are the admins of FB page which CHCPPAUK represents.

Domain names of the Websites of CHCPPAUK should be registered under the association name.

- Current Public Relations coordinator should be the admin and technical contact of the Domain name.
- Current treasurer should be the Billing contact for the Domain name.
- Same appointments applies to any Hosting companies which CHCPPAUK deal with in relation to hosting our website.
- Current appointed public Relation committee members are the admins and have right to issue permissions to others to update and modify contents of the website which CHCPPAUK represents.



COLOMBO HINDU COLLEGE PAST PUPILS ASSOCIATION (UK)



Breach of Policy

CHCPPAUK will continually monitor online activity in relation to the Association and the school. Detected breaches of this policy should be reported to CHCPPAUK.

If detected, a breach of this policy may result in disciplinary action from CHCPPAUK under the CHCPPAUK committee disciplinary procedures.

A breach of this policy may also amount to breaches of other CHCPPAUK documents and policies.

CHCPPA – UK Committee 2018/2019

Written by Mr. V.Velaventhan (Social Media Sub-Committee). Reviewed by Mr. Chelvaranjan Thavathurai (Advisory Committee).



COLOMBO HINDU COLLEGE PAST PUPILS ASSOCIATION (UK)



28th March 2023

CHCPPA UK - Appendix to the Social Media Policy

Policy Summary and Action

The last approved policy by 2018/19 committee will continue.

The below is the summary of policy in WhatsApp, Facebook, or any media.

- School related
- Educational related
- Job opportunity related.
- Knowledge related.
- Committee might post the paid sponsors periodically.

The below actions will be implemented if outside the above

- Political related - **Action** 3 times warning individually then committee decide.
- Sexual related - **Action** Remove immediately by any admin.
- Against any religion - **Action** after informing the sender individually then remove immediately by any admin against
- Any arguments - **Action** 3 times warning individually then committee decide or with President/ Secretary's permission remove a person temporarily.

CHC-PPA-UK Committee - 2023