

Social Media Policy (“Policy”)

1. Scope

- 1.1. This Policy applies to all students, employees and volunteers of Beacon, collectively referred to hereafter as “social media users”.
- 1.2. “Social media” are websites, interactive media, virtual or metaverse communities, and/or mobile, cloud or online (internet) applications and/or any other technologies or platforms that enable participants to chat, create, send, receive and share content, notify, broadcast and communicate quickly, and/or to participate in audio, video, text and/or graphical communication, interaction, networking and dialogue, including by virtual or metaverse avatars.
- 1.3. “Post(s)” and “posting(s)” includes posting, re-posting, quoting, forwarding and/or sharing of existing posts and postings, regardless of whether amendments or comments are made in relation thereto.
- 1.4. The Policy deals with all forms of social media, present and future, including without limitation, Facebook, Google, Instagram, TikTok, LinkedIn, X (formerly Twitter), Tumblr, Snapchat, Reddit, WhatsApp, YouTube, Wechat, Telegram, Line, Wikipedia and all social network sites, chat applications, mobile and online (internet) applications or platforms, and/or internet postings, including virtual or metaverse communities, blogs and forums.
- 1.5. This Policy applies to all usage of social media by social media users, whether for personal purposes (as Beacon may be identified in or associated with such usage, such as by the social media user being identifiable as a student, employee or volunteer or former student, employee or volunteer of Beacon) or otherwise, regardless of the time, date and location of use, and regardless of the manner or means of access to social media by the social media users.

2. Compliance with Social Media Policy by Social Media Users

- 2.1. In all use of social media, all social media users are required to comply with the laws of Singapore and the highest standards of personal, moral and ethical conduct, consistent with Beacon’s organisational values, whether as a student, employee or volunteer of Beacon. All social media users are deemed to have read and understood this Policy and are required to comply with these terms.
- 2.2. All social media users are required to report to Beacon’s management or his/her direct supervisor or tutor, as early as possible, any breach of this Policy or any social media posts, material or other conduct which might reasonably be expected to portray Beacon, its management, employees and/or stakeholders negatively, or cause or result in damage to or otherwise disparage Beacon’s reputation and/or interests or that of Beacon’s management, employees or stakeholders, and to co-operate with and render full assistance to Beacon in any investigations or reviews that Beacon may carry out.
- 2.3. Beacon reserves the right to take appropriate disciplinary actions against social media users who have breached this Policy. The disciplinary actions taken will depend on the type of social media user who has breached this Policy and will correspond to the severity of the breach in question, which include without limitation, warning letters, temporary suspension, fines, withdrawal of grants and/or scholarships and in the worst-case scenario, dismissal from service or expulsion.
- 2.4. Social media users may also be directed to remove, withdraw and retract postings which are determined by Beacon in its sole and absolute discretion to be a breach of this Policy, and regardless of (a.) whether Beacon is expressly identified in the postings, (b.) whether the postings are made during or after class time or working hours, or (c.) whether equipment, facilities or premises belonging to Beacon were used in the making of such posting. Failure to comply with such direction may result in disciplinary actions being taken against such social

Social Media Policy ("Policy")

media users.

3. IT Equipment, Storage and Access

- 3.1. Throughout the course of study or employment with Beacon, Beacon may provide access to and/or the use of information technology and communications resources, equipment and systems ("**IT Systems**"). Such IT Systems, together with the software and contents therein, remain at all times the property of Beacon. Beacon may store copies of emails, data, media, chats, postings, images, audio, video or communications for extended periods of time after they are created and delete them without notifying the content creator.
- 3.2. Due to automated storage and backing-up of documents and electronic data, all content (including emails, data, media, chats, postings, images, audio, video or communications) generated on or transmitted through Beacon's IT Systems may be retrievable entirely or partially, even if the source copy is apparently deleted. Such content can be accessed in any investigation or review by Beacon for any breaches of this Policy and used as evidence in any appropriate disciplinary or legal proceedings.
- 3.3. Beacon expressly reserves the right to lawfully access, monitor and review social media users' access to and/or use of IT Systems that are the property of or provided by Beacon and to lawfully access, monitor, view, review and moderate (as Beacon deems fit in its sole and absolute discretion) all activity, emails, data, media, chats, postings, images, audio, video, communications or content on any and all social media conducted on or through Beacon's IT Systems, to ensure compliance with this Policy, the laws of Singapore and/or for Beacon's legitimate business purposes.

4. Responsible Use of Social Media

- 4.1. Any social media user who posts on social media (even in their personal capacities and regardless of whether they have expressly identified themselves as students, employees or volunteers of Beacons) may create or alter perceptions about Beacon to their audiences, as Beacon may be associated with them through their relationship to Beacon as students, employees or volunteers, and all social media users must remain aware of this for as long as they are students, employees or volunteers of Beacon.
- 4.2. Social media users are personally accountable for what they post and forward on social media and may be held liable for it where it compromises themselves, others or Beacon. In addition to compliance with this Policy, social media users are advised to comply with the terms and conditions, rules and guidelines of the respective social media platforms that they are using, and the laws of Singapore, at all times. This is to avoid potential claims by or legal liabilities to third parties, or criminal offences, the news of which in relation to such social media users, may adversely affect the reputation, standing and interests of Beacon and/or that of its management, employees and stakeholders through these social media users' association with Beacon, as our students, employees or volunteers.
- 4.3. Social media users must not engage, directly or indirectly, in cyber-bullying, online shaming, hacking, stalking or trolling in any form and shall not release personal data (eg. names, phone numbers, addresses, email addresses, bank accounts, etc), confidential information and/or intellectual property, whether of themselves or any other person, entity or organisation, on social media.
- 4.4. Social media users are reminded to be professional, courteous and respectful at all times while using social media and note that social media is not a place to criticise or complain about classes, curriculum, work, Beacon, its employees (including teachers, management and staff), volunteers, other students or any other persons or entities.
- 4.5. Social media users are advised to stop to consider their intentions, agenda, approach, language and tone before posting on social media and should remain aware of the potentially negative or damaging impact that

Social Media Policy (“Policy”)

their posts could have on all parties, including themselves. Postings on social media are nearly permanent and deletions of postings should not be deemed to have removed such posts permanently and it will not stop further online propagation of the postings by other parties once postings are released online.

4.6. Social media may not be used in a way that would breach any of Beacon’s published policies (including this Policy), protocols or codes of conduct. Social media users are reminded that if an action or statement is reasonably likely to be deemed offensive when carried out or given in person, it is likely for such action or statement to be deemed offensive when posted or forwarded a social media setting and accordingly, will be in breach of this Policy. Where social media users have any doubt about whether their use of social media could constitute a risk to Beacon or breach of this Policy, or they are unsure what policies or regulations apply, they should speak to their direct supervisor or tutor before posting.

4.7. Social media users are required to:

- (a) ensure that their privacy settings are adjusted appropriately to minimise the risk of material or posts being visible beyond their intended audience;
- (b) remain conscious and aware that conversations on social media are public and that even with direct messaging, there is no assurance that the messages will not be forwarded to or shared with a wider audience, either accidentally or intentionally such as by way of screen capture, and
- (c) keep their personal and student/work social media account separate with access to such accounts made from different devices to avoid posting from or linking to the wrong account.

5. Prohibited Activity & Cyber-bullying

5.1. Social media users are prohibited from using social media to, *inter alia*,:

- (a) disclose or disseminate confidential information, personal data or intellectual property belonging to Beacon, Beacon’s students, management, employees and/or volunteers, and/or any other person or entity;
- (b) plagiarise, wholly or partly, the work(s) of any other person or entity;
- (c) cause or result in Beacon and/or its management and employees to be exposed to potential claims by or legal liabilities to third parties, or be liable for criminal offences;
- (d) defame or disparage Beacon, its reputation and/or its interests or that of Beacon’s management, employees, volunteers, students or stakeholders;
- (e) defame, disparage, harass, victimise or bully any other person or entity in any way (including cyber-bullying, online shaming, hacking, stalking or trolling);
- (f) impersonate the identity of another person or entity;
- (g) make or forward any posting (whether text, visual, graphic or video) which may be considered seditious, or directly or impliedly attacks, denigrates, criticises, ridicules, shames or may be interpreted to be alarming, offensive, distressing, condescending, humiliating or insensitive to any other persons for any reason, particularly on the basis of race, religion, nationality, descent, place of birth, gender, age, physical or mental disabilities, educational qualifications and/or financial status;

Social Media Policy ("Policy")

- (h) make or forward any posting (whether text, visual, graphic or video) which breach any laws, guidelines or ethical standards, including but not limited to misleading, malicious or false statements, pornography, graphic or extreme violence, self-mutilation, bodily injury or victims of war, violence, accidents or disasters, offensive language such as profanities, vulgarities, swearing or name-calling, and/or
- (i) engage in cyber-bullying, doxing, online shaming, hacking, heckling, stalking, trolling or any other form of online abuse, intimidation or harassment, in any form or through any medium.

5.2. Any social media user who is found to have engaged in any of the above prohibited activities will be subject to disciplinary actions as Beacon, in its sole and absolute discretion, deems appropriate, and which may include, but is not limited to, suspension from lessons and classes and/or expulsion from enrolment with forfeiture of all fees paid.

6. Approved Business/Official Use of Social Media Accounts

- 6.1. Employees and volunteers are required to be in full compliance with all aspects of this Policy when accessing or using social media, particularly so if such access or usage is done in an official capacity. Such social media users are obliged to comply with all the provisions of this Policy and may not make posts that reflect a personal view which does not reflect or represent the official view or position of Beacon as an organisation. Depending on the nature of the topic, such social media users may be obliged to seek prior approval from Beacon's management before posting or forwarding, and restrictions may be set on what can be posted or forwarded, according to either the nature of the communication and/or the sensitivity of the situation at the time.
- 6.2. Social media users who are employees or volunteers authorised to manage social media accounts or post on behalf of Beacon are required to ensure that the accounts are secured, password-protected, and that passwords are kept confidential at all times. Such social media users are reminded to set up two-factor authentication and change the passwords regularly. In addition, such social media users are reminded that these Beacon accounts must not be shared with any other party nor used for any other purposes. Notwithstanding the foregoing, passwords and access details for these Beacon accounts, including those of the recovery email addresses to be used for the resetting of these Beacon accounts, should be shared with the respective heads of each department to ensure business continuity in the event of the departure of the social media users.

7. Comments and Interviews with News Media

- 7.1. Any social media user, whether student, employee or volunteer who is contacted for interviews or commentary, including via social media, whether in their personal capacity or otherwise, about Beacon, its activities, its management, employees, volunteers or other students, should direct the enquiry to the Principal Office (principaloffice@beacon.edu.sg). Social media users should not comment, give interviews or release statements without such prior express approval from the Principal Office (principaloffice@beacon.edu.sg).

28 March 2024