

Social Media Policy

At Mitchell's Academy (Academy) we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends, co-workers, and other students around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all those associated with the Academy.

Further guidance for specific situations can be discussed with any member of the management team.

Guidelines

In the rapidly expanding world of electronic communication, *social media* can mean many things. *Social media* includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the Academy as well as any other form of electronic communication.

The same principles and guidelines found in the Academy's policies and three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your school performance, the performance of fellow students/associates or otherwise adversely affects members, customers, suppliers, people who work on behalf of the Academy or the Academy's legitimate business interests may result in disciplinary action up to and including termination.

Know and follow the rules

Carefully read these guidelines and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Be respectful

Always be fair and courteous to fellow students/associates, customers, suppliers, or people who work on behalf of the Academy. Also, keep in mind that you are more likely to resolve school-related complaints by speaking directly with your co-workers or by utilizing our Open-Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, students, associates, or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the Academy, fellow students/associates, customers, suppliers, people working on behalf of the Academy or competitors.

Post only appropriate and respectful content

- Maintain the confidentiality of the Academy trade secrets and private or confidential information. Trades secrets may include information regarding systems, processes, products, know-how and technology. Do not post internal reports, policies, procedures, or other internal Academy-related confidential communications.
- Do not create a link from your blog, website, or other social networking site to a Mitchell's Academy website without identifying yourself as a Mitchell's student/associate.
- Express only your personal opinions. Never represent yourself as a spokesperson for the Academy. If Mitchell's Academy is a subject of the content you are creating, be clear and open about the fact that you are a student/associate and make it clear that your views do not represent those of the Academy, fellow students/associates, members, customers, suppliers, or people working on behalf of the Academy. If you publish a blog or post online related to the work you do, or subjects associated with the Academy, make it clear that you are not speaking on behalf of the Academy. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Mitchell's Academy".

Using social media at school

Refrain from using social media while on school time or on equipment we provide unless it is school related as authorized by your Director. Do not use Mitchell's Academy's email addresses to register on social networks, blogs or other online tools utilized for personal use.

Retaliation is prohibited

The Academy prohibits taking negative action against any student/associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any associate who retaliates against another associate for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Media contacts

Students/associates should not speak to the media on the Academy's behalf without contacting a member of the management team. All media inquiries should be directed to them.

For more information

If you have questions or need further guidance, please contact your Director.