

Policy on the responsible use of electronic devices, email and social media

1. Use of electronic devices on ANBC is committed to the appropriate and effective use of technology on college to enhance community life and the quality of student learning, with special respect to the online safety and wellbeing of young persons and vulnerable adults. The use of personal electronic devices (phones, computers, peripherals) is generally permitted on college. However, the use of electronic devices is restricted where it is illegal or deemed to be detrimental to the academic activity:

- Devices must not be used for copying, scanning, duplicating, storing or transmitting material in violation of copyright law.
- Devices must not be used for accessing, creating, distributing or transmitting abusive, slanderous, libellous, discriminatory, sexually explicit, pornographic or extremist material.
- Devices must not be used for harassing, bullying or threatening another individual.
- Recording of sound, images or videos without the consent of the persons concerned is not permitted.
- Devices must not be used during examinations or other assessments unless it is explicitly permitted.
- Devices must not be used during class time for purposes not directly related to the study activity.

2. Email

An official ANBC email address is created for all students and employees upon entry to ANBC. ANBC has the right to send official communications to this address.

ANBC expects that every student and employee will receive email at his or her ANBC address and will read it on a frequent and consistent basis. Failure to receive and read IBS communications in a timely manner does not absolve that student or employee from knowing and complying with the content of such communications.

Students or employees may choose to redirect (auto-forward) email sent to their ANBC email address. Students or employees who redirect email from their official ANBC email address to another address do so at their own risk. If email is lost in the process of forwarding, it does not absolve the user from the responsibilities associated with communications sent to their official ANBC email address.

Whereas the purpose of providing an email account is to facilitate inter-institutional communication, ANBC recognises that the email account provided by ANBC may also be used for private purposes by students and employees. Although this is not forbidden, it is recommended that students and employees bear in mind that upon termination of their legal student or employee relationship with IBS, they will lose their ANBC email accounts and the content of the mailbox will be deleted irretrievably.

When using ANBC email, ethical and behavioural norms must be followed as with any other form of communication. Employees must adhere to standards of professional communication.

3. Social Media

ANBC embraces the responsible use of social media to communicate and build relationships with prospective and alumni, employees, community members. ANBC supports free and open expression and the use of social media as a tool to accelerate teaching and learning.

Employees and students of ANBC can be liable for anything they post to social media sites in accordance with ANBC policies as well as with the Terms of Service of the host site. Posts must be true, accurate and helpful, and not expose ANBC or the user to legal liability in terms of copyright infringement, defamation, threat, libel, obscenity, etc. Posts must never be used as tools of online abuse, harassment or cyberbullying.

3.1. ANBC accounts on social media

All social media accounts created on behalf of ANBC must be linked to an administrative unit's email account or an employee's ANBC email account. An employee may never use a personal email account to establish an ANBC-related social media account. More than one ANBC employee must have administrative access to institutional accounts. Administrative access will be terminated upon the employee's separation from employment, reassignment to another job or for disciplinary reasons.

Official account administrators are prohibited from:

- posting illegal content
- using the ANBC brand or name to endorse any view, product, private business, cause or political candidate
- representing personal opinions as ANBC endorsed views or policies

Posting information protected by data protection rules (e.g. personal, medical or financial information about students, alumni or employees) is prohibited.

Crisis and/or emergency communications must not be posted on social media without prior approval by the Head of College.

When posting on ANBC's behalf or representing ANBC as an employee, attention must be paid to factual, stylistic, linguistic and spelling accuracy. Any errors made must be corrected quickly and visibly.

When responding to comments, attention must be paid to providing a professional and considerate response. In cases of critical feedback, responses should focus on possible solutions.

Photographs and videos posted should be of high quality and sized appropriately for posting online. Photos or videos should not have logos from other competitor institutions. Photos of persons not contracted to ANBC should not be posted without appropriate prior consent. If contacted and asked to remove a photo by an individual for any reason, the photo should be removed promptly.

3.2. Using private social media accounts for communication related to official duty

ANBC recognises the open and ever-changing purposes of social media, which can blend, at times, personal and professional roles. For this reason, ANBC employees are permitted to use their private accounts to publish or share posts about ANBC, or to communicate with students, teachers or other stakeholders; however, in doing so, they must adhere to the ethical and stylistic standards that would normally govern their actions were they to communicate from their official ANBC accounts (as detailed above).

3.3 Students using social media

By entering into a contractual relationship with ANBC, students become liable for their actions performed in electronic media (email, social media or any other electronic medium) as if they were performed in any other written or oral form. This applies to any platform or website including those not maintained by ANBC.

Students must be aware that several types of criminal and other offences can be committed through one-on-one or public verbal, visual or audio-visual communication, including posts on social media (especially: emotional or psychological abuse, cyber-bullying, threatening, defamation, intimidation, discrimination, harassment, radicalisation or extremism). Students using social media must also be aware that some ANBC community members are still children or vulnerable adults.

4. Reporting online safety concerns

Students who come across inappropriate or extremist content, or feel victimised by online harassment or abuse, on any platform of electronic media should report their concerns (with evidence attached if available) to a member of the Student Wellbeing Team. The appropriate procedure will be initiated in line with the applicable regulations and procedures of ANBC as contained within these Policies. Teachers of staff members should report any concerns related to safeguarding in connection with the use of social media to the Designated Safeguarding Training Officer.

This Policy was adopted in virtue of the resolution No. 5/2024 on 22 February 2024



Alfred Nobel
Business College