

MOUNTVIEW

STUDENT SOCIAL MEDIA CODE OF CONDUCT

1. PURPOSE

This Code of Conduct has been developed in recognition of the established popularity of and participation in online social media. Mountview encourages students to be aware of and engage with the advantages offered by social media, such as to network with others in the industry, promote their work and projects, share information or become involved in online discussions and keep in touch with friends. However, it is important for students to understand how their actions online can impact themselves, their image, and future career and employment opportunities and to be prepared for this.

This code of conduct provides guidance to Mountview students as to the appropriate use of social media and highlights areas of potential risk. It also outlines Mountview's expectations of students in terms of their behaviour and conduct online.

2. SOCIAL MEDIA

The term 'social media' refers broadly to any online media which allows for user participation, interaction or publishing. Commonly used social media tools include but are not limited to, Facebook, Instagram, YouTube, X (formerly Twitter), Snapchat, TikTok, review platforms, online forums and discussion boards.

3. POLICY APPLICATION

This policy applies to:

- All Mountview students on Higher Education (ie: 18+) courses

This policy does not apply to:

- Mountview staff (who are subject to a separate policy)

4. POLICY EXPECTATIONS

As a student you are required to:

- Ensure that your social media activity remains consistent with Mountview's policies (including but not limited to the Code of Conduct, Online Learning and Teaching Code of Conduct, IT Acceptable Usage Policy, Equality, Diversity and Inclusion Policy, Bullying and Harassment Policy, General Student Regulations, Safeguarding Policy and Behaviour and Disciplinary Policy), with which you agree to comply when you enrol at Mountview.
- Not disclose Mountview's confidential or sensitive information. Information is considered confidential when it is not readily available to the public. If you are unsure

whether certain information has been made publicly available, please check with the Marketing and Communications team on mvmessaging@mountview.org.uk.

- When identifiable as being connected with Mountview, make clear that you are a student and avoid giving any impression that your views are made on behalf of Mountview.
- Not post any material that would directly or indirectly defame, harass, discriminate against or bully any Mountview staff member or student.

Mountview acknowledges that students may use social media in their private lives and for personal communications. However, in cases where a student's social media references another member of the Mountview community in a negative way (for example to harass, threaten, abuse or undermine another member of the community) students should be aware that Mountview may treat these actions as being in contravention of the Bullying and Harassment Policy. Students are encouraged to familiarise themselves with the Bullying and Harassment Policy, which includes details of how to report any instances of bullying or harassment.

Mountview has well-established ways for students to raise dissatisfaction or concerns, which will have been communicated to you. Any student wishing to raise a complaint or incident should do so via the official channels as this is the most appropriate way to raise your concern and get a response to your problem. You should not raise complaints or air grievances via social media.

If you see a social media post which is raising a complaint or grievance about Mountview, you are encouraged to contact the relevant staff members at Mountview as soon as possible, along with any screenshots or similar.

5. BREACH

Breach of the expectations outlined in this code of conduct may lead to disciplinary action, as outlined in the Non-Academic Misconduct Policy.

If you breach the law, be aware that you may also be held personally liable.

If you have any questions regarding this policy, please contact the Head of Marketing and Communications.

6. GUIDANCE FOR RESPONSIBLE SOCIAL MEDIA USAGE

Although many people may consider their personal comments posted on social media or discussions on social networking sites to be private, these communications are frequently available to a larger audience than you may realise and have a longer lifespan than you may anticipate.

Be aware that what you post on social media can have significant repercussions for your future career and you are advised to consider all eventualities of how your content may be used. How

would you feel if it was sent to your agent? To your director? To a potential employer? Are you prepared to accept all consequences of your actions?

When engaging on social media, students are advised to:

- exercise care and discretion with their use of online communication. Students should work on the assumption that any content can be viewed by, sent, forwarded, or transmitted to someone other than who was intended to view the communication. An example would be a comment sent directly and privately to another individual which is then 'screenshotted' and published publicly;
- consider how the content of your messages may appear to others. Certain materials and language have the potential to cause serious upset and severely damage your professional and personal reputation. Consider how others may perceive your content when removed from the original context, and the impact this could have on your career if it were seen by a wider audience;
- be aware of what personal information you are making publicly available. Consider that something as simple as tagging your agent or Mountview in your bio makes you easy to identify and track down. If you choose to include this information, be aware it means people can contact your agent or Mountview if they do not support or agree with your online behaviour;
- take care not to disclose other people's personal information or publish images of others without their permission. Be aware that people may be readily identifiable even when names are not used;
- use common sense and respect others in posts and discussions. If you disagree with the opinion of another person, keep your response appropriate and inoffensive;
- adopt the simple practice of stepping back, re-reading and thinking about what you post before doing so.

If you have any questions or require further advice on responsible social media usage, please contact the Marketing and Communications team on mvmessaging@mountview.org.uk.

Date created: April 2024

Date reviewed: November 2025

Date of next review: November 2026

Owner: Head of Marketing & Communications