



CECIL COMPLEX SOCIAL MEDIA POLICY (Policies, Procedures, Rules etc.)				
<i>To be completed by initiator of policy/policy owner:</i>				
1. POLICY TITLE:		SOCIAL MEDIA POLICY		
2. FIELD OF APPLICATION: (All people to whom policy applies)		Students and Staff		
3. COMPLIANCE OFFICER(S): (Persons responsible for implementation)		Executive Management, Residence Management staff and RSAs		
4. STAKEHOLDER CONSULTATION (State the stakeholder group/s consulted during policy formulation/revision)		Executive Management and RSAs		
5. DESIGNATION OF POLICY OWNER: (Person responsible for maintaining policy)		Chairman and CEO		
6. NAME OF POLICY OWNER:		Cecil S Sibiya		
POLICY HISTORY <i>(To be completed by policy owner)</i>				
Decision Date (Compulsory)	Status (New/Revised/ No Changes)	Implementation Date (Compulsory if "new" or "revised")	Approving Authority (If "new" or "revised". N/A if no changes)	Pending date for next revision (Compulsory)
1 Jan 2025	New	1 Jan 2025	Executive Management	2026

1. Preamble

Cecil Complex is an accredited private accommodation accommodating students of the University of Mpumalanga (UMP). This Social Media Policy provides guidelines for appropriate, responsible, and ethical use of social media by all residents, staff, and stakeholders associated with Cecil Complex.

The purpose of this policy is to:

- Promote respectful and positive online behaviour.
 - Protect the reputation of Cecil Complex and the University of Mpumalanga.
 - Provide clarity on acceptable and unacceptable use of social media.
 - Ensure compliance with UMP rules, South African laws, and general digital safety principles.
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2. Scope

This policy applies to:

- All residents of Cecil Complex.
 - Residence Assistants (RAs), management, and administrative staff.
 - Any student or visitor participating in Cecil Complex online groups or platforms.
 - All social media platforms including, but not limited to, Facebook, X/Twitter, TikTok, Instagram, WhatsApp, YouTube, and any public or private online forums.
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3. Guiding Principles

Residents are expected to:

1. Communicate respectfully.
2. Protect personal and community privacy.
3. Avoid behaviour that could harm others or the reputation of the residence or UMP.
4. Use social media responsibly and lawfully.

4. Acceptable Use of Social Media

Residents may:

- Share positive experiences, achievements, events, and beneficial information related to the residence.
- Participate in official residence social media groups for communication, announcements, and social engagement.
- Create content that reflects the ethos, values, and culture of Cecil Complex and UMP.
- Use social media for academic collaboration, personal growth, and networking, provided it does not violate any rules.

5. Prohibited Conduct

Residents may **not** use social media to:

- Post defamatory, offensive, racist, sexist, or discriminatory content.
- Bully, harass, threaten, or intimidate individuals or groups.
- Share confidential or private residence information, including:
 - o Room numbers
 - o Security protocols
 - o Resident personal details
- Promote illegal activities such as drug use, vandalism, or violence.
- Post misleading or harmful information about the residence or UMP.
- Share photos or videos of other residents without their consent.
- Spread false allegations or engage in harmful rumours.
- Represent Cecil Complex or UMP in an official capacity without permission.

6. Use of Residence WhatsApp Groups

Cecil Complex official WhatsApp groups are strictly for: - Communicating residence notices. - Safety and emergency updates. - Important academic or administrative information.

Prohibited uses include: - Advertising unrelated products or services. - Posting memes, spam, or irrelevant content. - Using offensive language. - Sharing fake news or unverified information.

RAs and residence management reserve the right to moderate and remove inappropriate content.

7. Privacy and Consent

All residents must:

- Obtain consent before posting photos, videos, or personal details of others.
- Respect confidentiality regarding incidents, disciplinary matters, and private conversations.
- Avoid tagging others in posts without permission.

8. Personal Accounts and Representation

Residents must:

- Clearly state that all opinions expressed on personal accounts are their own.
- Avoid using the Cecil Complex name or UMP branding without authorization.
- Not create unofficial residence pages or groups using UMP or Cecil Complex logos.

9. Safety and Security

Residents must not:

- Share information that compromises security (e.g., gate codes, entry points, schedules of security guards).
- Post content that may expose themselves or others to danger.

10. Reporting Violations

Residents are encouraged to report violations of this policy to:

- Residence Assistants (RAs)
- Residence Management
- UMP Student Affairs Office

All reports will be treated with confidentiality and investigated appropriately.

11. Consequences of Violations

Failure to comply with this policy may result in:

- A formal warning
 - Removal from official groups
 - Disciplinary action in line with UMP's Student Code of Conduct
 - Suspension or expulsion from Cecil Complex (for severe cases)
 - Legal action for criminal behaviour (e.g., defamation, threats, or hate speech)
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12. Policy Review

This policy will be reviewed annually or whenever necessary to remain aligned with Digital trends, UMP policies, and South African law.

13. Acknowledgement

All residents must acknowledge that they have read, understood, and agreed to comply with this Social Media Policy upon receiving residence admission.

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15. Monitoring and Evaluation

All official social media sites will be monitored.

- The integrity, functionality and security of the Cecil Complex's Social Media systems will be monitored through Residence Management Operations.
- Residence Management will monitor all Cecil Complex official social media sites by reviewing all comments posted on the social media site.
- The Residence Management coordinates and provides oversight of digital marketing activities, including official Cecil Complex Social Media, at a residence level and provides social listening reporting, analytics and advice.