



**School of Coding & AI**

Student First Always

**HIGHER EDUCATION**

# Social Media Policy

Policy Owner: Suki Gill

Full Name	Position	Signature	Date	Review Cycle
Suki Gill	Principal		01.09.2025	Annual

School of Coding Limited T/A School of Coding & AI  
Company Number: 10808021 Registered in England & Wales  
Registered Address: Unit 8-8b, Newton Court, Westrand, Pendeford Business Park,  
Wolverhampton, WV9 5HB



## 1. Purpose

The purpose of this Social Media Policy is to provide guidance for the responsible use of social media by employees, students, and all affiliates of School of Coding & AI. This policy aims to protect the reputation of School of Coding & AI, ensure compliance with UK laws, and safeguard the privacy and well-being of all members of our community.

## 2. Scope

This policy applies to all employees, students, contractors, and anyone else representing or affiliating with School of Coding & AI, whether posting on official SoC social media accounts or their personal social media accounts.

## 3. Key UK Laws and Regulations

- Data Protection Act 2018 (GDPR): Any personal data shared or handled through social media must comply with the Data Protection Act 2018. Personal information of individuals should not be shared without consent.
- Defamation Act 2013: Avoid posting false information or making defamatory statements that could harm the reputation of individuals or entities.
- Communications Act 2003: Section 127 of the Act makes it illegal to post offensive, obscene, or threatening content online. Such conduct is prohibited in all forms of social media interactions.
- Equality Act 2010: Ensure that all social media use is free from discrimination, harassment, or bullying based on race, gender, sexual orientation, disability, age, religion, or any other protected characteristic.
- Computer Misuse Act 1990: Prohibits unauthorised access to computer systems and data. Any hacking or malicious activity carried out through social media is strictly forbidden.
- Employment Rights Act 1996: Employees should be aware that their activities on social media, even outside work hours, may be subject to employer review, especially if it reflects negatively on the organisation.

## 4. Acceptable Use

- Official Accounts: Only authorised personnel are permitted to post on School of Coding & AI's official social media accounts. All content must align with the Institute's values and public image.
- Personal Use: Employees and students may use social media for personal purposes but must refrain from bringing the Institute into disrepute. Personal views expressed should not be attributed to School of Coding & AI, and individuals should clearly state that opinions are their own.



- Professional Conduct: Posts on any social media platform must reflect the professional conduct expected of employees and students. Offensive language, discriminatory remarks, and inappropriate images are strictly prohibited.
- Respect and Privacy: Always be respectful towards fellow students, colleagues, and external stakeholders. Do not share any confidential information regarding School of Coding & AI, its students, employees, or business practices on social media.

## **5. Consequences of Misuse**

- Disciplinary Action: Misuse of social media that violates this policy or any UK law could result in disciplinary action for students and staff, including suspension, dismissal, or termination of contracts. Legal action may be pursued in serious cases, such as defamation, breach of data protection, or harassment.

## **6. Crisis Management and Incident Reporting**

- Reporting Violations: Any breaches of this Social Media Policy must be reported immediately to the Social Media Officer or the Human Resources department.
- Crisis Response: In the event of a social media crisis, including negative publicity or a major incident affecting the reputation of School of Coding & AI, all official communication will be managed by the PR and Communications team.

## **7. Monitoring and Enforcement**

School of Coding & AI reserves the right to monitor the use of its social media accounts and, where necessary, review public social media posts by employees or students, especially when there is a reasonable suspicion of policy violation.

## **8. Training and Awareness**

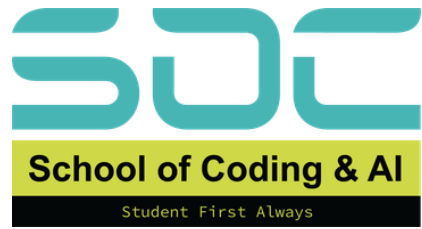
All staff and students will receive training on the responsible use of social media, including how to protect their online reputation and comply with relevant laws and the Institute's expectations.

## **9. Amendments**

This policy will be reviewed regularly and updated in accordance with changes in social media platforms, UK law, and internal Institute regulations.

## **10. Contact Information**

For any queries or to report a breach of this policy, contact the Social Media Officer at [danisha@schoolofcoding.co.uk](mailto:danisha@schoolofcoding.co.uk)



Values of School of Coding & AI: Commit. Stay Positive. Inspire. Believe. Encourage.

Effective Date: [01.09.25] Review Date: [01.09.26]

*This policy ensures that School of Coding & AI maintains high standards of conduct on social media while complying with British laws and fostering a safe, respectful online environment.*