



# CURRO

CURRO  
BEST PRACTICES & GUIDELINES  
SOCIAL MEDIA

18 JULY 2013

This policy applies to all parents within the Curro group who use, access and take advantage of Social Media platforms related to Curro. Curro representatives have to be attentive to all the Social Media platforms where Curro is represented, to protect the reputation of Curro.

## Curro's Definition of Social Media

“**Social Media**” refers to the means of interactions among people in which they create, share and exchange information and ideas in virtual communities and networks by using web-based and mobile technologies to turn communication into interactive dialogue.

Curro engages by way of Social Media to promote Curro's activities and policies and to be part of the larger conversation relating to education.

## Why a Policy?

Social Media, through the use of Internet-based and other electronic Social Media platforms, is integrated into everyday life. Curro has a responsibility to all of the companies in the Curro group, the brand, employees, parents and learners to ensure that content posted on Social Media platforms is relevant and not harmful to any of the companies in the Curro group, the brand or any person or user, especially underage users. This policy is intended to provide such users of Social Media platforms related to Curro with guidelines to eliminate any confusion concerning the use of Social Media.

This Policy is based upon Trust, Responsibility, Respect and Civility, Confidentiality and Security.

## 1. Matter of Trust

- 1.1. Being able to share your and Curro's activities and policies without prior management approval means that Curro trusts you to understand that, by doing so, you are accepting a higher level of risk for greater rewards. Be thoughtful about how you present yourself in the Social Media environment. You may have identified yourself as a Curro parent, either directly or as part of a user profile. If so, ensure that your profile and related content are consistent with how you wish to present yourself to all of Curro's companies, employees, parents, learners, your business contacts and your colleagues and peers. Trust is an essential ingredient in the constructive culture that Curro is striving to achieve.

## **2. Responsibility**

- 2.1. Curro has a set of values that must be adhered to at all times and in all communications and it is your responsibility to act within this set of values, especially online in social networking.
- 2.2. Refrain from using or posting any content that amounts to hate speech, ethnic slurs, discrimination, defamation, invasion of privacy, sexually explicit content, libellous posts, personal insults or obscenity. You should not engage in any conduct online that will not be acceptable at Curro. You should also show proper consideration for other's privacy and for topics that may be considered objectionable or inflammatory (like religion or politics). It is the responsibility of all Curro representatives and Curro Social Media administrators to ensure that posted content is not in contravention of this respect provision and any contraventions in this regard must be removed immediately and reported.
- 2.3. Each Curro parent remains personally responsible for the content he or she publishes. Do not feel compelled to intervene before you understand the conversation and who is saying what. First explore the topic being discussed, gather information about it and only then contribute with content that adds value to or advances the discussion. Include relevant links, since doing so will further connect Curro to the wider Internet and can result in greater connectivity for Curro.
- 2.4. You must adhere to basic guidelines with regards to content. If you are uncertain with regards to a post or content, consult with your Executive Head or other Curro authority. Please be aware that all content posted on Social Media is, even if deleted by the user, still stored and accessible to every person who has access to the Internet.
- 2.5. Social Media platforms used by Curro must be transparent and the identity of the administrator and the administrator's affiliation to Curro must be visible.
- 2.6. A Curro branded page on any Social Media platform may not be created without the prior written permission of the Curro Brand Manager. If such a brand page is created, it is in the administrator's own capacity and no claim may therefore be made that content is posted on behalf of Curro, nor may any imagery directly associated with Curro be used, including, but not restricted to, logos.
- 2.7. When using personal Social Media platforms, state that all opinions are that of the administrator and not that of a formal representative of Curro.
- 2.8. All administrators and users must respect, adhere to and act responsibly towards the age limits on all Social Media platforms. This means that a Curro representative may under no circumstances communicate with a child who is under the platform's age limit. Please take note of the following age limits:
  - 2.8.1. Facebook: 14 Years
  - 2.8.2. Twitter: No age limit, but there is an age screener for certain brands like alcohol brands.
  - 2.8.3. Mxit: 13 Years
  - 2.8.4. WhatsApp: 16 Years
  - 2.8.5. Instagram: 13 Years
  - 2.8.6. BBM: No specified age limit but Terms and Conditions state "Not intended for use by children"

If a Curro representative has to communicate on a Social Media platform with children who are under age, the safest route is to communicate via parents' Social Media platforms.

## **3. Respect and Civility**

- 3.1. Respect your audience. Always be friendly, positive, factual and polite.

- 3.2. An “Internet Troll” is an online user who posts outrageous messages to bait people to answer. The user inspires flaming rhetoric and purposely provokes people to engage in heated discussions. Such discussions usually end with personal attacks. You should never make yourself guilty of such behaviour. Be aware of users who do so and deal with them and relevant posts appropriately.
- 3.3. Not all comments on any Social Media platform will be positive. Instead of deleting posts, respond to posts in a respectful manner and attempt to change a negative attitude into a positive one.
- 3.4. As a Curro representative, always portray Curro’s values and present Curro in a positive and uplifting way.
- 3.5. Schools are encouraged to partake in Social Media, but with sound judgement and common sense.

#### **4. Confidentiality and Security**

- 4.1. Never post personal details about employees, parents or learners on any Social Media platform.
- 4.2. Social Media platforms are not secure. Do not collect sensitive data like telephone numbers, ID numbers, payment information, etc. on these platforms.
- 4.3. Never post any:
  - 4.3.1. confidential campaign details
  - 4.3.2. financial results and information
  - 4.3.3. sensitive documents
  - 4.3.4. revenue details
  - 4.3.5. trade secrets
  - 4.3.6. internal operations
  - 4.3.7. personal information
- 4.4. Always adhere to the POPI (Protection of Personal Information) bill of South Africa and the CPA (Consumer Protection Act).
- 4.5. All parents using official accounts must adhere to the guidelines. Breach of this policy may result in disciplinary action.
- 4.6. *Conversation and Social Media Monitoring* (Also known as Listening): Curro will, from time to time, invest in applicable tools to monitor conversations on public domain Social Media platforms, e.g. blogs, Twitter, etc. These tools send daily alerts to all applicable stakeholders in Curro. It is the responsibility of the brand managers to either respond to the public domain discussions of their brands or to delegate the responses to the applicable person within their team. This is not aimed to interfere with the private conversations of users, but to ensure that the brand identity is upheld at all times and that any issues or questions that consumers may have are addressed.