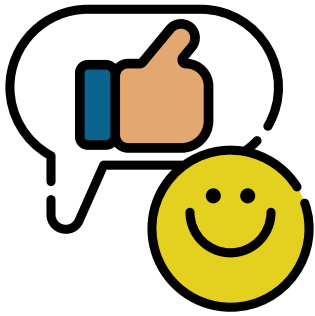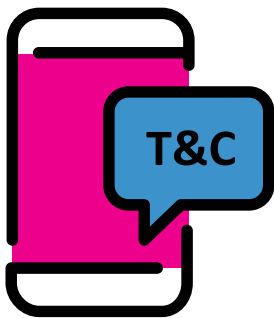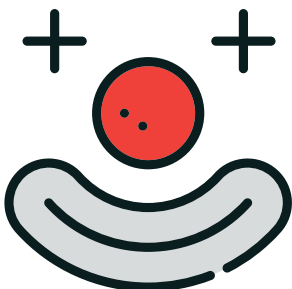# STUDENTS

Social media guidelines

Temasek Polytechnic supports and encourages students and staff to exercise proper etiquette in your dialogues with the online community. These guidelines are intended to provide a practical and helpful framework to guide TP students and staff in their online engagements. If you are creating or participating in social media activities, these guidelines are for you. Social media platforms include, but are not limited to, blogs, discussion forums, micro blogs (Instagram, Twitter, Facebook, and LinkedIn), photo and video sharing sites, podcasts, RSS feeds, social networks, web chat tools and Wikis.

Guidelines

Know Temasek Polytechnic Website's Terms of Use.
https://www.tp.edu.sg/termsofuse

Be yourself

Display integrity and honesty. As long as you are a student or staff of Temasek Polytechnic, you are an ambassador of the institution and should project a positive online image at all times. You must use your real name and identify your relationship with the polytechnic. Do not use someone else's identity nor contribute to discussions anonymously.
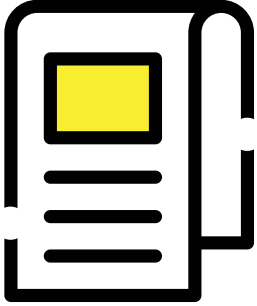
Use of disclaimer

If you publish your personal views online that make references to Temasek Polytechnic, it is recommended that you include a disclaimer as follows: "The opinions and positions expressed on this site are my own and do not necessarily reflect Temasek Polytechnic's views." This would especially be applicable if you have a blog, website and/or social media pages for your CCA, club, diploma or Student Interest Group (IG) that could be linked to TP.
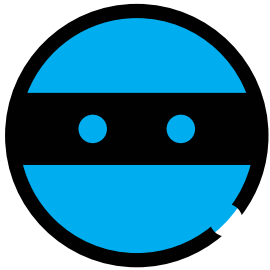
Do not plagiarise

When posting content that is not your own, add a reference to its source. The reference should include the date the original content was produced, and the source from which it was obtained. By passing off content that belongs to someone else as your own, you can be charged with infringement of copyright laws.

Protect confidential and proprietary information

Be mindful of what you publish online. Ensure that the necessary citations are documented, hyperlinks are not leading to inappropriate content, videos are captioned and transcripts are available. Likewise, do not discuss or disclose confidential and proprietary information pertaining to Temasek Polytechnic.
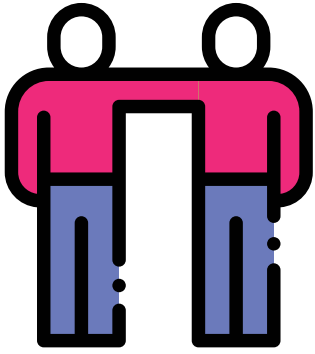
Respect your audience

Do not post materials or content that is defamatory, derogatory, infringing, indecent, misleading or unlawful. Do not engage in objectionable or inflammatory topics, such as race, politics and religion. Temasek Polytechnic reserves the right to remove comments or block users from its official social media platforms if they are in breach of the Polytechnic's Code of Conduct for students and staff, and to take disciplinary action where necessary.
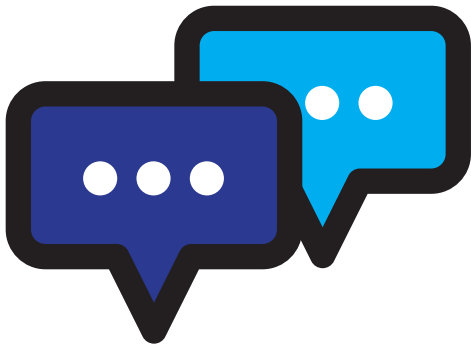
Value add

Before posting anything online, take some time to pause and think. What you post should ultimately add value and contribute to a healthy exchange of ideas. Some questions to think about include:

• Is it relevant to my audience?
• Will it help someone make a better decision?
• Will it help to foster better community ties?
• Will it help the audience improve their knowledge or skills?

Adopt a warm, open and approachable tone

Be positive, open and warm as opposed to brash and curt in your communications. This can help to establish your own personal "brand".
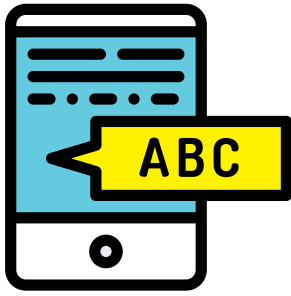
Spelling, grammar, punctuation and abbreviations

You want your posts to reach out to the largest possible audience. Thus it is best to pay attention to spelling, grammar and punctuation. Be mindful of using too many abbreviations if you have a global audience. A good practice will be to define the abbreviation at least once.

Respond objectively and politely to negative comments and criticism

Take some time to read through the comments and do not reply hastily. Be clear and concise and back up your response with facts. Getting embroiled in online arguments does not give you credibility. Likewise, putting someone down does not necessarily make you look good. Take private conversations offline. Whatever you post online can be permanent, so be prepared to stand behind anything and everything you post online.
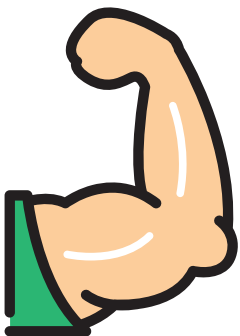
Have the courage to admit you are wrong

Trust has to be earned. If you make a factual error, be honest about it and rectify it immediately. Do document and communicate clearly to your audience that modifications were made, e.g. to an erroneous blog entry. Apologise if necessary and move forward. In order to avoid such situations, ensure that whatever you post online is true and accurate from trusted sources.