



CTS College of Business and Computer Science Ltd.

Social Media and WhatsApp Group Usage Policy

1. Purpose of the Policy

This policy outlines the expectations, responsibilities, and acceptable standards of behaviour for students, faculty, and staff of CTS College of Business and Computer Science Ltd. when using social media platforms and College-related WhatsApp groups. The policy aims to:

- Promote respectful, professional, and responsible online communication
- Protect the dignity, privacy, and wellbeing of all members of the CTS College community
- Prevent misuse of digital platforms, including cyberbullying, harassment, and reputational harm
- Ensure WhatsApp groups and social media are used in ways that support teaching, learning, and College operations

2. Scope

This policy applies to:

- All CTS College students
- All academic staff, administrative staff, and programme management team members
- All College-related WhatsApp groups
- All public and private social media platforms (e.g. WhatsApp, Facebook, Instagram, X/Twitter, TikTok, LinkedIn) where CTS College students or staff interact or where CTS College, its members, or activities are referenced

3. Use of College WhatsApp Groups

CTS College uses WhatsApp groups as an official communication tool to share academic, administrative, and programme-related information. These groups typically include students, lecturers, and programme management team members.



3.1 Appropriate Use of WhatsApp Groups

WhatsApp groups should be used for:

- Academic announcements and reminders
- Class schedules, timetable updates, and deadlines
- Clarification of coursework requirements or assessments
- Official College notices
- Professional and respectful discussion related to coursework or College activities

All communication must be:

- Respectful and courteous
- Relevant to the purpose of the group
- Written in appropriate language
- Mindful of the mixed audience (students, lecturers, and staff)

3.2 Inappropriate Use of WhatsApp Groups

The following behaviours are strictly prohibited in College WhatsApp groups:

- Offensive, abusive, threatening, or discriminatory language
- Personal attacks, insults, or harassment of any individual
- Cyberbullying, including mocking, shaming, or targeting others
- Posting rumours, false information, or defamatory statements
- Sharing inappropriate images, videos, memes, or jokes
- Posting unrelated content (spam, chain messages, advertisements, political or religious content)
- Excessive messaging that disrupts communication or learning
- Sharing private messages, personal data, or screenshots without consent

WhatsApp groups must not be used to:

- Resolve personal disputes
- Criticise or undermine students, staff, or lecturers
- Organise or encourage disruptive behaviour



4. Social Media Use and Student Conduct

CTS College recognises that students and staff have the right to use social media in their personal capacity. However, online behaviour that affects other students, staff, or the reputation of the College will be taken seriously.

4.1 Appropriate Social Media Behaviour

When using social media, students and staff are expected to:

- Treat others with respect and dignity
- Avoid posting content that may harm, embarrass, or intimidate others
- Be mindful that online content is permanent and easily shared
- Avoid misrepresenting CTS College or speaking on behalf of the College without authorisation

4.2 Cyberbullying and Harassment

Cyberbullying is strictly prohibited and includes, but is not limited to:

- Posting or sharing harmful, offensive, or humiliating comments about another student or staff member
- Spreading rumours or false allegations online
- Sharing images, videos, or private information without consent
- Encouraging others to target or harass an individual

Cyberbullying may occur:

- On social media platforms
- In private or group chats
- Through anonymous or fake accounts

Any such behaviour, whether on-campus or online, may result in disciplinary action.



5. Reporting Concerns and Breaches

Students and staff are encouraged to report:

- Inappropriate WhatsApp messages
- Cyberbullying or harassment
- Threatening or discriminatory content
- Misuse of College communication platforms

Reports should be made to:

- The Programme Management Team, or
- The College Administration

All reports will be handled confidentially and investigated fairly.

6. Disciplinary Action

Breaches of this policy may result in disciplinary action, which may include:

- Removal from WhatsApp groups
- Formal warnings
- Mandatory counselling or mediation
- Suspension or expulsion (students)
- Disciplinary procedures in line with staff contracts and College policies

Serious cases may also be referred to external authorities where required by law.

7. Responsibility and Acknowledgement

All members of the CTS College community are responsible for:

- Familiarising themselves with this policy
- Acting professionally and ethically online
- Helping to create a safe, inclusive, and respectful digital environment

Participation in CTS College WhatsApp groups and College activities implies acceptance of this policy.



8. Policy Review

This policy will be reviewed periodically by CTS College to ensure it remains relevant and effective.

Approved by: CTS College Management

Effective Date: 2026-01-01

Review Date: 2026-01-01