

## ONLINE AND SOCIAL MEDIA POLICY

This document is intended to provide guidance to Experiment participants and parents as they make use of The Experiment in International Living's online social media channels. The Experiment provides participants and parents with social media platforms, including but not limited to: Facebook, Twitter, Instagram, Snapchat, YouTube, Tumblr Blogs, and others to gather information about our programs and connect with other Experimenters, families, and Experiment staff.

Social media channels are important components of The Experiment's/World Learning's marketing and communications strategy and efforts to communicate about our work and mission. Experiment participants and parents are expected to follow the following guidelines. **An Experiment participant who is seen to deliberate violate these guidelines, and the spirit of these expectations, may have social media privileges restricted, suspended or terminated. In extreme cases the Experiment may take further action, up to and including possible dismissal from Experiment programs. In the case of involuntary dismissal, The Experiment will not provide refunds.**

**Be respectful.** Do not post statements that are false, misleading, obscene, defamatory, harassing, hateful, inflammatory, discriminatory, or in any respect damage the rights of others. Be aware that laws covering defamation, harassment, and other damaging speech often differ markedly depending on jurisdiction. Keep in mind that online speech is easily misinterpreted – nuance is often lost, particularly when communicating across cultures – so be careful when using humor or sarcasm in public forums. Always ensure that you have the consent of anyone featured in your photos before posting or sharing in any way.

**Be aware that personal is not private.** While you may use online platforms exclusively on a personal basis, be aware that anything you post online has the potential to become publicly – and widely – accessible. Even if you lock down a platform's privacy settings, accounts can be compromised. Depending on a platform's terms of service, content you delete may be retained indefinitely. As a general rule, do not publish anything online you would not want to become publicly available to The Experiment participants, parents, or staff. In addition, review the privacy settings and terms of service of platforms from time to time, as these are often changed, decreasing privacy by default.

**You are responsible for what you post.** The Experiment/World Learning disclaims any responsibility or liability for any errors, omissions, loss, or damages claimed or incurred due to any of your personal postings.

**Obey the law.** Be sure to observe copyright, trademark, privacy, financial disclosure and other laws.

The Experiment Online  
& Social Media Policy

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