SOCIAL MEDIA POLICY

Policy Owner: Head Office
Applies to: Staff, examiners, Teacher Members, centres, contractors and authorised representatives
Review Cycle: Annual or following regulatory or operational change
Last updated: 9th February 2026

1. Purpose

This policy sets out how International Performing Arts & Theatre Limited (I-PATH) uses social media and how individuals associated with I-PATH are expected to behave online where their activity may relate to I-PATH, its qualifications, assessments or reputation.

The policy ensures that:

- communications are professional, accurate and responsible
- assessment integrity and confidentiality are protected
- complaints, malpractice concerns and safeguarding issues are handled through formal processes
- I-PATH's regulatory responsibilities are not compromised
- public confidence in qualifications is maintained
- arrangements align with Ofqual expectations via the awarding organisation

2. Scope

This policy applies to:

- all official I-PATH social media accounts
- any individual posting on behalf of I-PATH
- staff, examiners, Teacher Members and centres when referring to I-PATH online

It applies across all social media platforms, including (but not limited to):
Facebook, Instagram, LinkedIn, X (Twitter), TikTok, Threads, YouTube, blogs and forums.

3. Core Principles

All social media activity connected to I-PATH must be:

- **professional** - reflecting the standing of an examination and awarding organisation
- **accurate** - factual, current and not misleading
- **respectful** - courteous, inclusive and non-discriminatory
- **confidential** - protecting assessment materials, candidate information and internal processes
- **responsible** - mindful of regulatory, safeguarding and reputational risk

4. Use of Official I-PATH Social Media Accounts

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4.1 Authorisation

- Only individuals formally authorised by Head Office may post on official I-PATH accounts
- The CEO or another authorised senior officer speaks using the corporate voice
- No other individual may present themselves as speaking on behalf of I-PATH

4.2 Content Standards

Official I-PATH content must:

- be written in clear, professional British English
- avoid exaggerated, misleading or promotional claims
- not imply guaranteed exam success
- not misrepresent regulatory status
- comply with I-PATH Branding & Marketing Guidance

4.3 Monitoring and Response

- Official accounts are monitored on working days
- I-PATH aims to respond within two working days, where appropriate
- Social media is not used as a substitute for formal procedures

5. Personal Use of Social Media by Staff, Examiners and Members

Individuals associated with I-PATH may use social media in a personal capacity, but must:

- make clear when views are personal
- avoid implying representation of I-PATH
- not disclose confidential information
- not comment publicly on live or past assessments
- not undermine confidence in qualifications or systems

Failure to observe these expectations may result in disciplinary action or sanctions.

6. Prohibited Content and Behaviour

The following must never be posted on social media in connection with I-PATH:

- assessment materials, mark schemes or examiner guidance
- discussion of live, future or confidential assessment content
- commentary on individual candidates, centres or examiners
- internal policies, systems or procedures without written permission
- discriminatory, abusive or extremist content
- defamatory or threatening statements

7. Complaints, Concerns and Allegations Raised on Social Media

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7.1 Complaints

- Social media is not an appropriate forum for complaints
- Where a complaint is raised publicly, I-PATH will:
  - acknowledge the concern where appropriate
  - direct the individual to the Complaints Policy
  - avoid discussion of details online

7.2 Malpractice and Maladministration

- Allegations or suspicions raised via social media are taken seriously
- Where necessary, individuals will be directed to submit concerns formally
- Matters will be investigated in line with the Malpractice and Maladministration Policy

7.3 Safeguarding

Any safeguarding concern identified via social media is escalated immediately in line with the Safeguarding Policy.

8. Unauthorised or Inappropriate Discussion

Where individuals:

- discuss assessment content
- share excessive examination detail
- disclose confidential information
- misrepresent I-PATH operations

I-PATH may:

- request removal of content
- contact the individual directly
- initiate investigation or disciplinary action
- escalate matters where required

9. Content Ownership and Intellectual Property

- Content produced by I-PATH remains its intellectual property unless stated otherwise
- Reproduction or reuse requires prior written consent
- Third-party content shared by I-PATH does not imply endorsement

10. Evidence and Regulatory Use

I-PATH reserves the right to:

- retain social media content as evidence

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- use such evidence in complaints, malpractice, audit or disciplinary processes
- report serious matters to relevant authorities or the awarding organisation

11. Abuse, Harassment and Threats

- Abuse or threats directed at I-PATH, its staff or examiners may be reported to relevant authorities
- Where learners or centres are involved, concerns may be escalated for disciplinary consideration

12. Governance and Review

This policy operates under the oversight of:

- Head Office
- the Examinations & Standards Committee
- the Grand Council

The policy is reviewed annually to ensure continued regulatory compliance.

13. Contact

For queries relating to this policy: info@i-path.org

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