P17 Social media

Effective date: November 1, 2026.

Purpose

This policy provides guidelines for the responsible use of social media by students, instructors, and staff of Canadian Aviation College (CAC). It ensures that all online activity reflects professionalism, respects others, and protects the reputation of CAC.

Scope

This policy applies to all members of the CAC community (students, instructors, and staff) whenever they:

- Post on official CAC accounts.
- Identify themselves as a CAC student, staff, or instructor.
- Reference CAC, its students, or staff on personal social media.

Positive Use of Social Media

CAC encourages constructive use of social media to:

- Celebrate academic, cultural, and aviation achievements.
- Promote diversity, inclusion, and respect.
- Share public CAC events and milestones (when authorized).
- Support professional networking in aviation.

Prohibited Content

The following content is not permitted when connected to CAC, its community, or aviation training:

- Harassment, bullying, or hate speech.
- Defamation or disrespectful comments toward CAC, peers, or staff.
- Sharing confidential or proprietary CAC information.
- Posting images, video, or audio of training sessions, staff, or students without prior authorization.
- Misrepresenting CAC, its programs, or its reputation.
- Inappropriate, offensive, or unsafe content that could reflect poorly on CAC.

Guidelines for Personal Accounts

- Clearly state that opinions are your own if identifying as a CAC member.
- Do not present personal views as official CAC positions.
- Maintain professionalism when referencing aviation training, flight activities, or CAC facilities.

Enforcement

- Students: Violations of this policy will be treated as breaches of the Student Code of

Conduct and may lead to disciplinary action, up to and including dismissal.

- Staff/Instructors: Violations will be addressed as breaches of professional expectations and may result in corrective action.

Policy Review

This policy will be reviewed annually to ensure alignment with best practices, aviation safety standards, and institutional needs.

Report student conduct concerns to Bote at sha@cacbc.ca; concerns naming Bote go to Alano at studentservice@cacbc.ca. Alano coordinates website and IT matters with Mathieu. Existing management authorisation and media-consent requirements remain. Bote issues student warning and probation letters and Alano administers dismissals. Good-faith complaints made through CAC's complaint process remain protected from retaliation.