

LFA Procedure 5.7

Online Etiquette

1. Introduction

The London Film Academy (LFA)'s online courses bring together students from all over the world, to learn from our expert tutors and also from each other.

To improve the experience of students, staff and tutors, all participants must adhere to the specific online etiquette requirements set out in this document.

The requirements are consistent with the LFA's policies & procedures and its commitment to foster an honest, kind and respectful online learning environment.

2. Personal enrolment and details

As only enrolled and paid students may participate and view LFA classes online, please ensure nobody else is listening in when your class is running.

Please maintain only one user account: use an appropriate profile name and do not allow any other person to use your login details.

We suggest you use the name you prefer to be known by, unless you have privacy or safety concerns (in which case use a different name or just an initial for part of it). Do not impersonate other persons or otherwise depart from these requirements.

For safety and privacy reasons, please do not share your personal contact details or ask other learners, staff or tutors for theirs:

- By 'personal contact details' we mean: your email address, postal address or telephone number, or direct communication tools such as WhatsApp, Skype or Snapchat;
- It is fine to provide links to a social network such as Twitter or Facebook, but make sure you are happy with your privacy settings before you do;
- It is also fine to share a link to your personal or another commercial website as part of a course, when invited to do so. However, do not advertise products or services or post comments to promote or campaign for something, commercial or otherwise.

3. English language

We are proud to include students from many countries in our courses. All of our classes are delivered in English. To ensure a fully inclusive learning experience, please make every effort to communicate in English, as communicating in groups becomes difficult if people use a different language.

4. Online Presence

You are responsible for your own learning and for interacting constructively with LFA students, staff and tutors. In so doing, please:

- comply with all reasonable instructions from LFA staff or tutors and
- treat all LFA students, staff and tutors with dignity and respect.

Please maintain professionalism whilst in class, dress appropriately i.e. as if you were attending a



lesson at the LFA building, and maintain proper conduct throughout.

Please also ensure you do not share anything inappropriate on screen, including in the background (actual or artificial screen backgrounds that may distract, disturb or offend). Please give your online course full attention while it is running and help others do the same:

- Do not focus on other tasks, emails or devices other than for course-related tasks;
- Turn off your microphone if not talking to minimise external noise distraction;
- Participate using the 'gallery view' during class so focus can be maintained on class discussions and participants have sight of one another.

5. Screenshots and recordings

The online courses operate under the Chatham House Rule: participants are free to use information received, but neither the identity, the affiliation of the speaker(s) or those of any other participant may be revealed outside the discussion and class environment.

It follows that the classes are not recorded. Therefore, please do not:

- make a recording: this could infringe copyright and lead to legal proceedings;
- take screenshots of other students or the tutors; or
- take screenshots of course materials or resources without the tutor's prior permission.

6. Feedback and staying on topic

When offering feedback, remember:

- to remain supportive and constructive; and
- to focus on how you can help the recipient using positive language.

Please avoid comments that are not related to the overall subject of the online class or to the subject-matter being discussed. It is natural for conversations to drift, but completely unrelated comments can be disruptive and frustrating for tutors and other students.

Do share answers when your tutor invites you to do so, but if there's a story as part of the course, please don't share 'spoilers'!

7. Respecting others

The LFA seeks to embed an inclusive learning environment and your online class will be shared with people of different ages, nationalities, religions, cultures and backgrounds.

Communicating from a distance can lead to misunderstandings: please give others the benefit of the doubt. Be kind and make sure you are respectful at all times:

- Do not use, post or share words or content that is defamatory, offensive or inflammatory. This includes language, names or content that is sexist, racist, homophobic, transphobic, antisemitic, Islamophobic, sexually explicit, abusive, contains swearing or otherwise likely to cause offence;
- Do not participate in, condone or encourage unlawful or potentially harmful activity. This includes breach of copyright, defamation, corruption or contempt of court;
- If you disagree with someone, discuss their ideas rather than criticise or attack them personally;
- If you feel unable to resolve differences with someone, stop communicating with them. If disagreements upset others or disrupt the class, you may be asked to leave.

The LFA reserves the right to remove postings that contravene the above prohibitions.



8. Intellectual property and confidential

Please respect other people and businesses' intellectual property at all times.

Please take part in any assessments honestly, ensuring that what you share is your own work. Do not share draft or final answers with other students unless the tutor allows.

Please avoid disclosing confidential information in your assignments and discussions (including intellectual property and "third party" confidential information).

If you draw on real-world experience, please use pseudonyms (false names) and appropriate discretion wherever possible. Remember that it is your responsibility to ensure you do not disclose any information that is protected by confidentiality or data privacy undertakings. If you make disclosures, you accept all relevant risks, including that a student will use this information or intellectual property without your consent. If you quote anything from another source in your assignments, please credit the author.

For further information regarding intellectual property please see [LFA Terms & Conditions](#).

9. Speak up

You will help the LFA community by making us aware of any comments or behaviour that you believe fail to meet these requirements. We also welcome feedback on people or situations that exemplify best practices, so others can also learn from those.

Please email SpeakUp@londonfilmacademy.com and let us know if you wish to speak to someone, in which case we'll get back to you as appropriate.

There is also a formal LFA complaints policy, for more information please visit <http://www.londonfilmacademy.com/policies-regulations>

10. Consequences of non-compliance

Failure to meet these requirements will be determined at the sole discretion of the LFA and may lead to one or more of the following actions:

- Being removed or unenrolled from the online class and others where relevant;
- Receiving a zero for any assignment;
- Having any certificate earned in the online course withheld or rescinded;
- Having your use of LFA or other course-related websites and software terminated; and
- Disciplinary action (please see the relevant handbook: [LFA Student Handbook](#), [Tutor Handbook](#) or [Staff Handbook](#)).

