

## Social Media Policy

### Purpose

The purpose of this policy is to present information associating to the use of social media by staff, contractors and students of Connect Skills Institute Pty Ltd.

### Policy Outline

Social Media is used to share information and expands the tools for communication between staff, contractors or students.

As Social Media is public it is important that staff, contractors or students who engage with social media platforms understand Connect Skills Institute Pty Ltds expectations. Our expectations apply only to use of social media where the user can be identified as a Connect Skills Institute Pty Ltd staff member, contractor or student through name, character, profile or comments.

The standards (respect, courtesy and professionalism) for interacting within the Connect Skills Institute Pty Ltd learning environment in real life will apply to Connect Skills Institute's Pty Ltd online environment.

Likewise, the consequences that apply to a breach of Connect Skills Institute's Pty Ltd Code of Conduct policy by staff, contractors or students apply to breaches of rules for online conduct.

### Policy Detail

When we refer to social media, services include (but are not limited to):

- Networking sites (e.g. Facebook, LinkedIn, Twitter), including official and unofficial pages
- Instant messengers (e.g. WeChat, SMS)
- Video or photo sharing (e.g. Youtube, Flickr)
- Forums, discussion boards (e.g. Google groups, Reddit)
- Comments sections on news websites (e.g. news.com.au)
- Wikis (e.g. Wikipedia)
- Blogs, corporate or personal (e.g. Blogger)
- Podcasts
- Online gaming platforms (e.g. World of Warcraft)

## Use of Social Media

Staff, contractors or students may use social media as a way to enhance learning and engagement. Any such use must also comply with this policy and with those named in the preceding section.

## Personal Use of Social Media

Personal use is the use of social media by a staff member, contractor or student in a way that does not associate the user with Connect Skills Institute Pty Ltd, would therefore not be subject to the requirements of this policy.

The policy will apply where a staff member, contractor or student makes identifiable personal use of social media that has the potential to impact on Connect Skills Institution's reputation and other interests, directly or indirectly.

## Rules for use of Social Media

When using social media in the context of education training, and when making use of social media that has the potential to impact on Connect Skills Institution's reputation and other interests, directly or indirectly; staff, contractors or students must:

- Only reveal and discuss information about Connect Skills Institute Pty Ltd or its activities that is not confidential and is publicly accessible;
- Take practical measures to ensure that all content published is correct and not misleading;
- Ensure that the use, including material published, complies with all relevant policies of Connect Skills Institute Pty Ltd;
- When making a statement on a matter of public interest, expressly declare that the views expressed are those of the staff member, contractor or student and not those of Connect Skills Institute Pty Ltd unless they are officially authorised;
- Be respectful and polite in communications;
- Adhere to the Terms of Use of the relevant social media provider;

- Comply with the law, including laws regarding copyright, privacy, defamation, contempt of court, discrimination and harassment.

### Specific Prohibitions

When using social media in the context of education training, and when making use of social media that has the potential to impact on Connect Skills Institution's reputation and other interests, directly or indirectly; staff, contractors or students must not:

- Make any comment or post material that is, or might be construed to be, racial or sexual harassment, offensive, obscene (including pornography), defamatory, discriminatory towards any person, or inciting hate;
- Make any comment or post material that creates, or might be construed to create, a risk to the health or safety of a staff member, contractor or student, or other person, including material that amounts to bullying, psychological or emotional violence, coercion, harassment, sexual harassment, aggressive or abusive comments or behaviour, and/or unreasonable demands or undue pressure;
- Make any comment or post material that infringes copyright, is fraudulent, breaches intellectual property rights, constitutes a contempt of court, constitutes stalking, breaches a court order, or is otherwise unlawful;
- Imply that they are authorised to speak as a representative of Connect Skills Institute Pty Ltd, or give the impression that the views they express are those of Connect Skills Institute Pty Ltd (unless officially approved);
- Use the identity or likeness of another staff member, contractor or student, or other stakeholders of Connect Skills Institute Pty Ltd;
- Use or disclose any confidential information obtained as a staff member, contractor or student of Connect Skills Institute Pty Ltd;
- Sell, purchase or offer to write assignments or other assessable work, or to request help with such work;
- Share any work from the student portal including assessment work or notes;

- Use Connect Skills Institute's Pty Ltd logo without permission, or use Connect Skills Institute's Pty Ltd name in a manner that is likely to be misleading or bring Connect Skills Institute Pty Ltd into disrepute.

### Using Images and Video

In all cases, a Photo and Video Consent form must be obtained for Connect Skills Institute Pty Ltd to post, share or distribute images of individuals.

Staff, contractors or students should not post content of another staff member, contractor or student without permission, for commercial purposes.

Staff, contractors or students should not publish content that might be embarrassing to an individual or which could portray an individual in a negative light.

Special care must always be taken when dealing with images of minors. Generally speaking, such images should never be used for social media posting or distribution.

### Breach

In the event a staff member, contractor or student does not comply with the expectations that Connect Skills Institute Pty Ltd has set out in this policy, they may face disciplinary action which in severe cases can result in expulsion.

Any person concerned that the conduct of a staff member, contractor or student using social media violates these procedures may report their concern to Executive Management at Connect Skills Institute Pty Ltd.

Reports will be evaluated to decide whether the matter requires investigation or action under the appropriate Connect Skills Institute Pty Ltd requirements applicable set out in this policy.

Where required by Connect Skills Institute Pty Ltd a staff member, contractor or student is expected to cooperate with all attempts to remove any comment, post or other online content where Connect Skills Institute Pty Ltd forms the view that it is in breach of policy.

A staff member, contractor or student who fails to act on such a requirement will be in breach of this policy, and disciplinary action may result. Staff, contractors and students have access to the Complaints & Appeals Policy.

### Approval Authority

This document is approved by the Executive Management as indicated with the electronic control copy maintained within the Quality Management System and as such all hard copies need to be verified.

### Documents Referenced

- Connect Skills Institute Photo and Video Consent Form
- Complaints & Appeals Policy