

Social Media Policy

Scope and Application

This policy sets out the expected behaviour and conduct of students and staff on social media.

It applies to all use of social media of students and staff anywhere in the world anywhere when there is a connection with Group Colleges Australia (GCA).

Emphasis is placed on guiding principles of behaviour and a common sense approach to the use of social media to ensure:

- that, as much as possible, content and genuine conversation on social media is allowed
- the use of social media is consistent with GCA, policies and procedures;
- GCAs reputation and that of its staff and students is enhanced and not compromised through the use of social media;
- legal obligations of GCA are not compromised through the use of social media.

Responsibility

The Technical Services Manager is the responsible officer for this policy.

Guiding Principles

- Staff and students are personally responsible for anything they publish online.
- Staff members and students of GCA, should reflect upon how their posts reflect on them as an individual, but also about how they reflect on GCA.
- GCA encourages participation in the online social media space, but urges staff and students to do so appropriately, exercising sound judgment and common sense. If there is any doubt as to the suitability of a message, please contact the Technical and Services Manager.
- Anything posted that can potentially impact the image of GCA will ultimately be the responsibility of the individual staff member or student.
- When posting online discussion forums, blogs, LinkedIn etc in the delivery of a subject a disclaimer should be used where appropriate. An example of a disclaimer is that 'the views posted on this blog belong to the author and not GCA'. For more assistance contact the Compliance and Continuous Improvement Director.
- Prospective students may contact GCA staff or students for help with general queries.
- Staff and students should make sure information given is accurate, up-to-date, and suitable for public disclosure (i.e. not confidential).
- Staff and students must not suggest that they speak on behalf of GCA in blogs or personal webpages if they have not specifically been given that responsibility by the CEO.
- Staff and students should protect their own privacy by not divulging personal facts or information that may compromise personal and professional privacy.
- Confidential information about a student, or another staff member should not be disclosed.

- Staff and students must respect the intellectual property of other people and not post anything they do not own or which has not been publicly disclosed or released without explicit permission.
- Students should exercise caution when they create on-line study groups. The material contained within must have proper attribution (to avoid copyright and plagiarism issues). For more information contact the UBSS Copyright officer at copyright@ubss.edu.au.
- Criticism about lectures, faculty or other students should be of an academic nature, not defamatory.
- Staff and students should be polite and respectful of all individuals, cultures and communities when interacting online. Debate is healthy, but always be sure to do so in a logical and calm manner.
- GCA encourages staff and students to work together to maintain an environment, including the online environment, where all staff, students and visitors can feel safe and free from bullying and harassment. GCA will not tolerate bullying or harassment between staff, between students or between staff and students.
- Proven instances of bullying and harassment will be deemed as misconduct and disciplinary action may include dismissal or exclusion.
- Students and staff must refrain from posting to social media any language (text or audio) or images which portray or can be interpreted to portray or to promote the following: Illegal activities, intoxication, harassment, profanity, obscenity, pornography, abuse of people or animals, defamatory or libelous matter, threats, infringement of intellectual property rights, invasion of privacy, hate, discrimination on the basis of sex, relationship status, pregnancy, parental status, breast feeding, age, race, impairment, religious belief or religious activity, political belief or activity, trade union activity, lawful sexual activity, gender identity, sexuality, family responsibilities, sexual orientation, intersex status, maliciously causing embarrassment to any person or entity, or matter otherwise injurious or objectionable to GCA.

Related Documents

- Authorised Software Policy
- Information Security Policy
- Acceptable use of Information Technology Facilities
- Privacy Policy
- GCA Code of Conduct
- Workplace Discrimination and Harassment Policy
- Acceptable Behaviour Protocols
- Staff Grievance Policy and Procedures
- Grievance and Appeals Policy (Academic)
- Grievance and Appeals Policy (Non Academic)
- Copyright Policy
- Academic Progression, Monitoring and Intervention Policy
- Student Code of Conduct
- Academic Misconduct Policy

Version Control and Accountable Officers

Policy Category	IT	
Responsible Officer	Training and Technical Services Manager	
Review Date	31 January 2023	



Approved By	EMT		
Previous Version/Date			
Version	Authored By	Description of Changes	Approved By
001	AK	New template ¹ and new policy 2 December 2021	EMT

¹ Note the new template was approved by the EMT 4 March 2021