



Social Media

Purpose and Scope

This policy establishes a framework for staff and learner use of social media for The Centre's business.

Use of social media by staff must comply with the Marketing, Information Privacy and IT Fair Use Policies. Learners are not to engage in bullying or harassment of other learners on social media. The Centre has a zero tolerance for bullying and harassment. This policy must be read in conjunction with the Centre's Child Safe Policy and Code of Conduct.

Policy

1. Exclusions

1.1. This policy does not apply to:

1.1.1 personal social media accounts, except where activity may breach The Centre's policies

2 Objectives

2.1 To facilitate the constructive use of social media for The Centre's activities.

2.2 To afford appropriate protection to The Centre, its staff and learners

2.3 To ensure actions are in place to represent The Centre in a fair, accurate and legal manner, while protecting The Centre's brand and reputation

2.4 To identify ownership and accountability for content in order to optimise marketing and learning opportunities provided by social media

3 Planning social media

3.1 The Centre recognises the legitimate role of social media in supporting teaching, learning, administrative, marketing to prospective learners and communicating with current learners. Use of social media by staff must accord with this policy.

3.2 Procedures and instructions based on this policy have been established to assist staff and students in the safe and effective use and management of social media. These cover topics including moderation and dispute resolution, best practice engagement, personal safety and etiquette.

3.3 The Centre encourages staff to promote The Centre in social media environments for the purpose of promoting programs and services

4 Creating social media accounts and content

4.1 Policies and procedures that relate to staff and learner conduct, activities or practices also apply in a social media environment.

4.2 Appropriate behaviour of staff and learners apply in the social media environment. Instances of a breach of this policy related to The Centre's business are managed through the use of the staff, learner and youth programs codes of conduct

4.3 Staff and learners are responsible for all content or information they place on or upload to social media channels.

4.4 Staff must abide by the Terms of Service for each individual social media platform.

4.5 An account to be created in the name of The Centre or with The Centre's branding on a specific social media platform (e.g. YouTube, Twitter) can only be created by and operated through the Marketing Policy and related procedures

4.6 All new social media accounts for The Centre must be approved by the CEO

4.7 All officially recognised social media accounts will be publicly listed The Centre on the website

4.8 Staff are not to use their own existing social media accounts when representing The Centre in the social media space. Staff are to conduct all online activities through one of The Centre's existing accounts.

4.9 Staff must ensure that when representing The Centre in the social media, comply with all relevant policy, procedure and The Centre's Code of Conduct

5 Maintaining social media

- 5.1 The Social Media officer will monitor official use of social media to ensure compliance with this policy.
- 5.2 The Centre reserves the right to request the removal of any content published that is not in accordance with the Social Media Policy.
- 5.3 Disciplinary action may be taken against staff or students who breach this policy, in accordance with the Human Resources Policy and relevant procedure.

Definitions

Staff	For the purpose of this policy staff refers to permanent, full-time or part-time employees, casual staff, volunteers and tutors. Contractors are also covered by this policy
Social Media	websites and applications that enable users to create and share content or to participate in social networking.
Learner	For the purpose of this policy a learner includes Students, clients, candidates,

Version Control

Policy Operative From

Responsible Officer Quality Administrator

Date of Next Review

Date and Current Version

Policy Approved By Board of Governance

References

Information and data security act 2014
 National Privacy Principals
 Child, Youth and Families Act 2005
 Crimes Act 1958

Related Policy

Human Resources Policy
 Information Privacy Policy
 Marketing Policy

Related Procedure

Human Resources Procedure
 Marketing Procedure

Related Guidelines

Youth Programs Code of conduct
 Learner Code of Conduct