

# Policy

## Social Media

### Purpose and Scope

This policy sets out The Centre’s rules for the using, interacting, and engaging through social media, along with the related responsibilities of its staff, learners/clients and volunteers.

This policy applies to The Centre staff, learners/clients, and volunteers.

### Policy

#### 1 Principles

- 1.1 The Centre values the integrity of its character and reputation as a Community College providing service to the Community.
- 1.2 It recognises the value of using social media for professional and personal communications

#### 2 Appropriate Use of social media.

- 2.1 Use of social media must adhere to The Centre’s culture, brand, Code of Conduct, the anti-harassment and anti-bullying policy and professional expectations.
  - 2.1.1 Use of social media in a professional capacity must also, to the best of the organisation’s knowledge and expertise, only include content that is accurate and not misleading; and meets the requirements of The Centre’s Instrument of Delegations.
  - 2.1.2 The Centre’s communications on social media must also adhere to the Marketing Policy
  - 2.1.3 Use of social media in a personal capacity, where that use is explicitly or implicitly linked to the person’s employment at or in relation to The Centre, must also adhere to this social media policy.
- 2.2 Staff and learners must have regard to the Information Privacy and Security Policy if sharing information about The Centre staff and learners on social media channels.
- 2.3 Use of social media must not
  - 2.3.1 Include statements or comments that appear to speak on behalf of The Centre, unless they are a designated spokesperson
  - 2.3.2 Interfere with a staff member’s role or a learner’s studies or a volunteer’s work
  - 2.3.3 Include confidential (including personal or commercially sensitive) information
  - 2.3.4 Use The Centres brand without approval by the CEO or Marketing Manager

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- 2.3.5 Include solicitations or promotions of commerce for personal gain.
- 2.3.6 Include content or links that are illegal, sexually explicit or pornographic, breach The Centre anti-harassment and anti-bullying policy or bring The Centre into controversy or disrepute.

### 3 Engaging with social media

- 3.1 Engagement on social media should be conducted safely and not be used for bullying or promoting personal agendas.
- 3.2 An account in the name of The Centre or with The Centre's branding on any social media platform can only be created by and operated by the Marketing Manager, with approval from the CEO.
- 3.3 The use of that account must adhere to the Marketing Policy and related procedures
- 3.4 The Marketing Manager or their approved delegate is responsible for the monitoring and use of social media to ensure compliance with this policy within normal working hours
- 3.5 The Centre reserves the right to request its employees, learners and volunteers the removal of any content published that is not in accordance with The Centre's policies or Codes of Conduct
- 3.6 Staff must not engage learners/clients/volunteers through social media using personal social media accounts.
- 3.7 Staff and learners are responsible for ensuring content shared on social media aligns with The Centre Policies
- 3.8 The Centre reserves the right to request the removal of any content published that is not in accordance with The Centre's policies or Codes of Conduct

### 4 Breaches

- 4.1 Staff and Learners must comply with The Centre Social Media Policy
- 4.2 Disciplinary action may be taken against staff or learners who breach this policy, in accordance with the Human Resources Policy and relevant procedures

### Definitions

#### Learner

Refers to all students involved in training and assessment activities and the clients of any other programs provided by The Centre.

#### 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.

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# Policy

## Social Media

Digital communications channels dedicated to community-based input, interaction, content-sharing and collaboration, including, but not limited to:

- Facebook, Twitter, TikTok, Mastodon and Instagram;
- LinkedIn, YouTube, Snapchat and Line;
- Weibo and WeChat;
- Forums, such as Reddit and blogs

## Approved Delegate

A staff member approved under the requirements of the Marketing Policy and this policy to be responsible for the management of one or more of The Centre’s Social media accounts. This approval is delegated by the CEO.

## Version Control

Procedure Operative From	05-2019	Date and Current Version	V1.2 09-2022
Responsible Officer	CEO	Policy Approved By	Leadership

## 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 and Data Security Policy
Marketing Policy	Anti-Harassment and Anti-Bullying Policy
	Equal Opportunity and Anti-Discrimination Policy

## Related Procedures

Marketing Procedure	Staff Discipline Procedures

## Related Document, Forms or Guidelines

Learner Code of Conduct	Staff Code of Conduct
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