

SOCIAL MEDIA POLICY

Section 1 - Purpose and Scope

- (1) This Policy sets out the College's requirements regarding online behaviour and the use of social media to communicate on College matters.

Scope

- (2) This Policy applies to staff and students when:
 - (a) communicating on ACPE chat and official social media channels; online lectures and tutorials; online group events; or
 - (b) representing ACPE on external social media channels.
- (3) The Policy does not apply to the personal use of social media channels by staff or students where there is no reference to ACPE matters. However; the employment relationship of staff with ACPE means that staff using social media have particular obligations when the online communication is about ACPE, its courses and services, students or other staff members, or other work-related issues, or where such a relationship with ACPE is implied or can be reasonably inferred from the content.

Section 2 - Definitions

- (4) In this Policy:
 - (a) **Social media** refers to any online media which allows for user participation, interaction or publishing. The online communications may include posting or publishing information via social media applications, uploading and/or sharing "tweets", photos, images or videos, direct messaging, status "updates" or any other form of interaction and/or communication facilitated by social media.

Section 3 - Policy Statement

- (5) Social media provides important tools and opportunities for ACPE to communicate with prospective students, current students, stakeholders, the community and staff, as well as communication by and within these groups.
- (6) The College uses social media to promote and support its activities, subject to this Policy and acceptable standards of behaviour defined in the College's policies and procedures including the:
 - (a) Staff and Student Codes of Conduct;
 - (b) Acceptable Use of IT Resources
 - (c) Copyright Policy;
 - (d) EEO, Bullying and Harassment Policy;
 - (e) Diversity, Equity and Inclusion Policy; and the
 - (f) Privacy Policy.

- (7) The College explicitly prohibits social media being used to harass, vilify, bully or discriminate against another person.
- (8) The College reserves the right to remove content from an official ACPE social media channel where it has the potential to damage the reputation of the College, staff or students, or that does not meet the requirements of its policies, expectations of behaviour and/or the law. This includes content posted by external users.
- (9) Staff are expected to be responsible and accountable for information that they put forward via social media and should monitor their content accordingly.

Participation and posting standards for staff are set out in the Social Media Procedure.

Note: Staff who choose to reveal or imply their place of employment or engagement when using social media or while using a personal site should be aware that they are potentially increasing exposure for both themselves and the College.

Breach of Policy

- (10) Staff in breach of this Policy may face disciplinary action, up to and including termination of employment, pursuant to the Staff Grievance Policy.
ACPE may seek to recover costs from a staff member where the ACPE has incurred costs due to that person's breach of this Policy.
- (11) Students in breach of this Policy when using ACPE official social media channels may be subject to disciplinary action, pursuant to the Grievances, Complaints and Appeals Policy.

Section 4 - Procedures

- (12) Social Media Procedure.

Section 5 – Guidelines

- (13) These guidelines relate to the protocols that students in particular, should follow in respect of appropriate online behaviour.
- (14) When filming a meeting, activity, event, or discussion, both online and on campus this has to be done with the consent of all participants involved. This allows participants to maintain their confidentiality should they wish to - i.e. by muting their audio and/or turning off their camera.
- (15) Students cannot post teaching materials or recordings online for any purpose other than their own studies.

- (16) Students cannot copy or disclose elsewhere, teaching materials or the content of dialogues or discussions that you see or participate in as a result of their access to the different College platforms.
- (17) The Acceptable Use of IT Resources Policy provides further examples of activities that constitute misuse of IT Resources, such as unauthorised recording, publishing, or communication of lectures, tutorials, meetings or conversations.
- (18) Disrespectful or abusive online behaviour should be reported to the College.

Related documents

This Policy should be read in conjunction with but not limited to:

- a. Social Media Procedure
- b. ACPE Values
- c. Acceptable Use of IT Resources Policy
- d. Codes of Conduct (Staff and Student)
- e. Privacy Policy
- f. EEO, Bullying and Harassment Policy
- g. Diversity, Equity and Inclusion Policy

Document Administration

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Version 2:	This version – updated into new template, separate Procedure developed and scope expanded to include students where appropriate.

Unless otherwise indicated, this Policy will still apply beyond the Review date