

Social Media Policy

1. Purpose and Scope

- 1.1 The Social Media Policy is to ensure AIAT community understand the requirements of AIAT's official social media accounts, and the requirements of AIAT staff and students in their use of social media both in a professional capacity on behalf of AIAT and in a personal capacity as it related to AIAT.
- 1.2 This policy applies to all AIAT students, academic and non-academic staff and all members of Boards and Committees. This group will be referred to as "users" throughout this document.

2. Definitions

Refer to *Glossary of Terms*.

Affiliated Social Media Site is a social media site managed by an AIAT staff member or student that provides information about activities at AIAT.

Sanctioned Social Media Site is a social media site which contains official information about AIAT and is managed by the marketing department.

3. Policy Statement

- 3.1 AIAT recognises that social media and social networking are valuable and increasingly essential business tools. AIAT also supports freedom of expression, critique, autonomy and transparency in social networking provided users act responsibly and AIAT policies and procedures are adhered to.
- 3.2 AIAT encourages participation and engagement in social networks in the spirit of mutual trust and fairness.

4. Policy Principles

GENERAL GUIDANCE

- 4.1 Users of social media must comply with the Staff Code of Conduct and the Student Code of Conduct.
- 4.2 When engaging on social media, users are expected to behave
 - 4.2.1 professionally;
 - 4.2.2 in accordance with AIAT's Discrimination, Bullying and Harassment Prevention Policy, and other applicable policies and procedures of AIAT; and
 - 4.2.3 in accordance with the social media provider's terms and conditions.

- 4.3 Users of social media must not breach privacy, copyright, human rights and anti-discrimination laws, or any other laws. Interactions on AIAT both affiliated and sanctioned social media platforms are not to include content that is illegal, harassing, hateful, or racist including but not limited to:
 - 4.3.1 profanity;
 - 4.3.2 spurious or derogatory comments;
 - 4.3.3 sexually explicit language, videos or images;
 - 4.3.4 copyrighted material (without lawful excuse or permission);
 - 4.3.5 defamatory content; or
 - 4.3.6 another person's personal information (including phone numbers and email addresses).
- 4.4 Users will not disclose confidential information or information that may bring AIAT into disrepute on social media.
- 4.5 The use of the AIAT logo on social media platforms must be approved by the Director: Marketing. Use of the logo without permission is prohibited and, in most cases, would be considered a breach of this policy.
- 4.6 Communications on social media should be transparent, honest and with respect and fairness. Details should be verified to ensure accuracy and currency prior to posting.
- 4.7 AIAT reserves the right to edit, delete, reject or remove any content which is posted on an AIAT sanctioned or affiliated social media platform.
- 4.8 AIAT sanctioned and affiliated social media sites must be monitored regularly to ensure timely responses and appropriate moderation.
- 4.9 Community management guidelines must be developed for all AIAT affiliated social media sites.

MARKETING DEPARTMENT ACTIVITIES

- 4.10 Approved AIAT announcements are published, posted or released on social media by the marketing department only.
- 4.11 AIAT's sanctioned social media sites and community management are managed through the marketing department.
- 4.12 Posting on AIAT sanctioned social media sites is managed by the marketing department.
- 4.13 The marketing department will monitor general social media sites regularly to determine what, if any, impact content of these sites may have on AIAT.

USE OF SOCIAL MEDIA IN TEACHING

- 4.14 The use of social media in Learning and Teaching must be discussed with the Director: Learning and Teaching prior to implementation.

- 4.15 Social media is not used by academic staff as a means of distributing or accepting assessable work.
- 4.16 Use of social media as a means of communicating with students will be guided by the Student Communication Policy.
- 4.17 Use of social media as a means of communicating with other staff involved in teaching a subject is discouraged.
- 4.18 Non-compliance with this Policy and Procedure will be managed in accordance with the Dealing with Unsatisfactory Performance and Misconduct (Staff) Procedure for staff or the Student General Misconduct Procedure for students.

5. Roles and responsibilities

- 5.1 The Director: Marketing is responsible for
- 5.1.1 creating, maintaining, monitoring and reporting on sanctioned AIAT social media platforms;
 - 5.1.2 approving use of the AIAT logo for use on any sanctioned social media platform;
 - 5.1.3 monitoring sanctioned AIAT social media sites;
 - 5.1.4 monitoring general social media sites; and
 - 5.1.5 ensuring community management guidelines are created for both sanctioned and affiliated social media sites.
- 5.2 AIAT students, academic and non-academic staff and all members of Boards and Committees are required to
- 5.2.1 be familiar with and comply with the terms of this policy and its related procedure at all times;
 - 5.2.2 comply with social media provider's terms and conditions; and
 - 5.2.3 create and manage affiliated social media sites in accordance with this policy and its related procedure.

6. Policy Details

Institution	Australian Institute of Advanced Technologies (AIAT)
Policy name	Social Media Policy
Policy Reference No.	POL – 50
Policy Approval	Board of Directors
Policy Authority	Executive Management Group
Responsible Officer	CEO
Governance Reference Threshold Standards	HESF 2021: 2.1.2
Related Documents	Dealing with Unsatisfactory Performance and Misconduct (Staff) Procedure

	<p>Discrimination, Bullying and Harassment Prevention Policy</p> <p>Information and Communications Technology Policy</p> <p>Intellectual Property Policy</p> <p>Staff Code of Conduct</p> <p>Student Code of Conduct</p> <p>Student Communication Policy</p> <p>Student Communication Procedure</p> <p>General Misconduct Procedure</p>
Related Legislation	<p>Age Discrimination Act 2004</p> <p>Copyright Act 1968</p> <p>Disability Discrimination Act 1992</p> <p>Racial Discrimination Act 1975</p> <p>Privacy Act 1988 (Cth)</p> <p>Sex Discrimination Act 1984</p> <p>Telecommunications Act 1997</p>
References	<p>AIAT has referred and benchmarked with the following institutions and policies during the creation of this policy:</p> <p>Department of Social Services (2020) Social Media Policy and guidance for making public comment online</p> <p>Federation University (2021) Social Media Policy</p> <p>Griffith University (2018) Social Media Guidelines</p> <p>Melbourne Institute of Technology (2019) Social Media Policy</p> <p>NDIS (2015) Social Media Policy</p> <p>University of South Australia (2020) Social Media Guidelines</p> <p>Western Sydney University (2015) Social Media Guidelines for Staff</p>
Date of approval	31 March 2022
Review date	December 2024
Policy Category	Operational

6. Document Version Control

Document No	POL - 50	Last Modify Date	Summary of Changes
Version No	1.0	NA	Initial version approved by Board of Directors
	1.01	31/3/2022	Updated related documents and policy number
Created Date	Dec 2021		