

# Social Media Procedure

## 1. Purpose and Scope

- 1.1 The Social Media Procedure sets out the processes associated with the management of the AIAT sanctioned and affiliated social media sites and expectations of staff and students regarding social media participation while employed by AIAT or enrolled in any AIAT courses.
- 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. Definition

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. Procedure

- 3.1 AIAT’s social media platforms include, but are not limited to Facebook, Twitter, Instagram, LinkedIn, Google+, YouTube.

### **SANCTIONED SOCIAL MEDIA SITES**

- 3.2 The Marketing Department is responsible for community management on all AIAT sanctioned social media sites. This includes, responding to questions and comments on behalf of AIAT, participating in conversation with social community, setting up private groups etc.
- 3.3 Staff and students may be asked to participate in social content for AIAT sanctioned social media sites, for example quotes, interviews, posting, sharing etc. This decision will be up to the staff member or student.
- 3.4 If a response from a staff member or a student to any community members’ questions or comments is required, it will be scripted in conjunction with the marketing team.
- 3.5 Staff and students are encouraged to 'like' and 'share' content posted by AIAT.
- 3.6 Staff who wish to comment in a positive manner on an AIAT sanctioned social media site, must share the AIAT content to their personal account and then add comments within

their own network. This is to ensure AIAT staff are not accidentally confused as students or members of the public on AIAT sanctioned social media sites.

### **AFFILIATED SOCIAL MEDIA SITES**

- 3.7 Staff and students are encouraged to create affiliated social media sites in consultation with the Marketing Department.
- 3.8 A community management plan must be created for each affiliated social media site and include information regarding
  - 3.8.1 the purpose of the site;
  - 3.8.2 who is responsible for the site;
  - 3.8.3 how AIAT's brand will be impacted;
  - 3.8.4 how the online community will be developed, maintained and nurtured;
  - 3.8.5 how often the site will be monitored;
  - 3.8.6 how responses to complaints will be managed; and
  - 3.8.7 if appropriate, how long the site will be live.

### **PERSONAL SOCIAL MEDIA USE**

- 3.9 AIAT understands that users may be involved in the social media community in some capacity.
- 3.10 Users should ensure that personal comments do not bring AIAT or AIAT staff or students into disrepute.
- 3.11 Users should not imply that any personal comments are endorsed by AIAT.
- 3.12 Staff are responsible for exercising careful and appropriate judgement when posting content onto any social media platform, and are required to:
  - 3.12.1 Use academic freedom and the other freedoms offered to staff responsibly, honestly and with respect for the position, rights and freedoms of others.
  - 3.12.2 Not make comments on behalf of AIAT except with express authorisation to do so.
  - 3.12.3 If making comments in a particular capacity (for example as a delegate, representative or member of an organisation) clearly disclose that capacity and distinguish it from AIAT's position.
  - 3.12.4 Keep a clear distinction between personal use and professional use.
  - 3.12.5 If making comments personally, be honest about identity, any personal interests and affiliations and make it clear that views expressed are personal and not those of AIAT.

### **OTHER FACTORS TO CONSIDER**

- 3.13 When using social media, users should remember:
  - 3.13.1 all information exchanged within social media networks online or otherwise falls within the public domain (even if a profile is listed as 'private');
  - 3.13.2 not to rely on anonymity or pseudonyms for protection and prevention of potential breaches;

- 3.13.3 liking, sharing or commenting on a post could be seen to be endorsing the content or author;
- 3.13.4 a site's security setting should never be relied on to protect or keep material private;
- 3.13.5 any online content can eventually be traced back to an individual, and their employment details revealed;
- 3.13.6 online comments are available immediately to a wide audience. They effectively last forever and may be copied and shared endlessly and out of context.

## 4. Roles and responsibilities

- 4.1 The Director: Marketing is responsible for
  - 4.1.1 creating, maintaining, monitoring and reporting on sanctioned AIAT social media platforms;
  - 4.1.2 approving use of the AIAT logo for use on any sanctioned social media platform;
  - 4.1.3 monitoring sanctioned AIAT social media sites;
  - 4.1.4 monitoring general social media sites; and
  - 4.1.5 ensuring community management guidelines are created for both sanctioned and affiliated social media sites.
- 4.2 AIAT students, academic and non-academic staff and all members of Boards and Committees are required to
  - 4.2.1 be familiar with and comply with the terms of this policy and its related procedure at all times;
  - 4.2.2 comply with social media provider's terms and conditions; and
  - 4.2.3 create and manage affiliated social media sites in accordance with this policy and its related procedure.

## 5. Procedure Details

Institution	Australian Institute of Advanced Technologies (AIAT)
Procedure name	Social Media Procedure
Procedure Reference No.	PROC – 64
Procedure Approval	Board of Directors
Procedure 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 Discrimination, Bullying and Harassment Prevention Policy Information and Communications Technology Policy Intellectual Property Policy

	<p>Staff Code of Conduct</p> <p>Student Code of Conduct</p> <p>Student Communication Policy</p> <p>Student Communication Procedure</p> <p>Student 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 procedure:</p> <p>Department of Social Services (2020) Social Media Policy and guidance for making public comment online</p> <p>Federation University (2021) Social Media Procedure</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
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Policy Category	Operational

## 6. Document Version Control

Document No	PROC - 64	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		