

Purpose:

The purpose of this policy is to provide information relating to the use of social media by staff, contractors and students of Skills Training Australia.

Policy Outline:

Definitions

Identifiable personal use	Use of social media where the user can be identified as a Skills Training Australia staff member, contractor or student. The identification may be through means such as the staff member, contractor or student’s social media name, character, profile or comments.
Rules	Requirements applicable to a staff member, contractor or student of Skills Training Australia set out in this policy or as otherwise reasonably directed by Skills Training Australia.

Social media allows for the sharing and re-purposing of information, expanding the tools for education and research training available to Skills Training Australia and its staff, contractors or students.

Given the public and external nature of social media, it is important that staff, contractors or students who use social media understand Skills Training Australia’s expectations. Staff, contractors or students should be aware that the same standards that apply for interacting within and outside the Skills Training Australia community in real life also apply online. The same respect, courtesy and professionalism expected in real life interactions should be displayed online. Likewise, the consequences that apply to a breach of Skills Training Australia’s rules by staff, contractors or students apply to breaches of rules for online conduct.

This policy sets out the expectations for the use of social media by staff, contractors or students for educational purposes and for personal use purposes where they can be identified as Skills Training Australia’s staff, contractors or students.

Policy Detail:

What is Social Media?

Social media is online media designed to allow information to be shared, disseminated and created using accessible and scalable publishing techniques. Social media services include, but are not limited to:

- social and professional networking sites (e.g. Facebook, LinkedIn, MySpace, Bebo, Yammer), including official and unofficial pages on social and professional networking sites that are set up by individuals, groups, clubs and societies
- geo-spatial tagging sites (e.g. FourSquare)
- blogs, including corporate blogs and personal blogs
- micro-blogging sites (e.g. Twitter)
- video and photo sharing sites (e.g. Flickr, YouTube)
- blogs hosted by media outlets (e.g. ‘comments’ or ‘your say’ feature on theage.com.au)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google groups)
- podcasting and podcasting sites

- online multiplayer gaming platforms (e.g. World of Warcraft, Second Life)
- instant messaging (including SMS)

This policy covers future social media systems, and access to social media by any means, including via computer, tablet, mobile phone, handheld or wearable device.

Use of Social Media

Social Media in Education and Training

Staff, contractors or students may use social media in their learning consequent upon Skills Training Australia's encouragement of the use of new technology in innovative ways to enhance learning and engagement. Any such use must also comply with this policy and with those named in the foregoing section.

Personal Use of Social Media

Personal use of social media by a staff member, contractor or student, in a way that does not associate the user with Skills Training Australia and is therefore not "identifiable personal use" as defined above, is not covered by this policy.

However Skills Training Australia will respond where a staff member, contractor or student makes identifiable personal use of social media that has the potential to impact on Skills Training Australia's reputation and other interests, directly or indirectly. Accordingly, staff, contractors or students who engage in "identifiable personal use" on any social media are required to be aware of, and comply with, this policy.

Rules for Use of Social Media

When using social media in the context of education training, and when making identifiable personal use of social media, staff, contractors or students must:

- only disclose and discuss information about Skills Training Australia or its activities that is not confidential and is publicly available
- take reasonable steps to ensure that content published is accurate and not misleading
- ensure that the use, including content published, complies with all relevant rules of Skills Training Australia
- when making a statement on a matter of public interest, expressly state that the views expressed are those of the staff member, contractor or student and not those of Skills Training Australia (unless they are officially authorised by Skills Training Australia)
- be respectful and courteous in communications
- adhere to the Terms of Use of the relevant social media provider; and
- comply with the law, including laws about copyright, privacy, defamation, contempt of court, discrimination and harassment.

Specific Prohibitions

When using social media in the context of education or training, and when making identifiable personal use of social media, staff, contractors or students must not:

- make any comment or post material that is, or might be construed to be, racial or sexual harassment, offensive, obscene (including pornography), defamatory, discriminatory towards any person, or inciting hate
- make any comment or post material that creates, or might be construed to create, a risk to the health or safety of a staff member, contractor or student, or other person,

including material that amounts to bullying, psychological or emotional violence, coercion, harassment, sexual harassment, aggressive or abusive comments or behaviour, and/or unreasonable demands or undue pressure

- make any comment or post material that infringes copyright, is fraudulent, breaches intellectual property rights, constitutes a contempt of court, constitutes stalking, breaches a court order, or is otherwise unlawful
- imply that they are authorised to speak as a representative of Skills Training Australia, or give the impression that the views they express are those of Skills Training Australia (unless they are officially authorised by Skills Training Australia)
- use the identity or likeness of another staff member, contractor or student, or other stakeholder of Skills Training Australia
- use or disclose any Skills Training Australia confidential information obtained as a staff member, contractor or student of Skills Training Australia
- sell, purchase or offer to write assignments or other assessable work, or to request help with such work. Furthermore, staff, contractors or students are required to take steps to minimise opportunities for others to cheat by, for example, not saving work to a shared network drive that is accessible by others and not sharing work on social media sites
- make any comment or post material that might otherwise cause damage to Skills Training Australia's reputation or bring it into disrepute; and
- use Skills Training Australia's logo without permission, or use Skills Training Australia's name in a manner that is likely to be misleading or bring Skills Training Australia into disrepute

Using images and video

In most cases, prior permission ie a release (please refer to FM095 Photographic Release) must be obtained to post, share or distribute images of individuals whose images are identifiable. Staff, contractors or students should not post content that might be embarrassing to an individual or that could be construed as placing an individual in a negative or false light.

Staff, contractors or students should not post content that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used, without permission, for commercial purposes.

Special care must always be taken when dealing with images of "special populations", e.g. minors, patients or research subjects. Stringent legal requirements apply. Generally speaking, such images should never be used for social media posting or distribution.

Breach

A staff member, contractor or student who does not comply with the expectations of Skills Training Australia as set out in this policy may face disciplinary action which in serious cases can result in exclusion from Skills Training Australia.

Any person concerned that the conduct of a staff member, contractor or student using social media contravenes these procedures may report their concern to Executive Management. Reports will be reviewed to determine whether the matter requires investigation or action under the appropriate Skills Training Australia rules (as per the definition above) and/or a response on behalf of Skills Training Australia.

Reported concerns may be matters appropriately dealt with under Skills Training Australia rules for an alleged breach of staff, contractor or student discipline or any other Skills Training Australia process.

Where required by Skills Training Australia, a staff member, contractor or student is expected to remove, and cooperate with all attempts to remove, any comment, post or other online content where Skills Training Australia forms the view that it is in breach of policy or any other Skills Training Australia rules. A staff member, contractor or student who fails to act on such a requirement will be in breach of this policy, and disciplinary action may result.

Staff, contractors and students have access to the Academic and Non-Academic Grievance policy and procedure that is fair and equitable.

Approval Authority:

This document is approved by the Executive Management as indicated with the electronic control copy maintained within the Quality Management System and as such all hard copies need to be verified.

Documents Referenced:

- FM095 Photographic Release
- PP039 Harassment and Bullying
- P056 Privacy and Confidentiality
- Academic and Non-Academic Grievance policy and procedure