

SOCIAL MEDIA POLICY (STUDENTS)

Approving authority	Governing Board
Purpose	To provide the OIHE community of students with guidelines for the appropriate use of social media.
Responsible Officer	Vice President
Next scheduled review	June 2021
Document Location	http://www.ozford.edu.au/higher-education/policies-and-procedures/
Associated documents	Academic Integrity Policy and Procedure Anti-Bullying & Harassment Policy and Procedure Anti-Discrimination Policy and Procedure Diversity and Equity Policy and Procedure Use of Information Technology Facilities and Services Policy and Procedure (STUDENTS) Occupational Health & Safety Policy Student Code of Conduct Policy and Procedure Marketing and Advertising Materials Policy and Procedure Engaging Managing and Monitoring the Performance of Education Agents Policy and Procedure Social Media Procedure (STUDENTS)

1. PRINCIPLES

Oxford Institute of Higher Education (herein after referred to as ‘the Institute’) recognises the importance of social media as a communication tool that is regularly used by its students, students and associates to connect with each other and the broader community. Accordingly, and in recognition of the rapid growth and application of social media, the Institute has recognised the need for a policy to ensure that those who use these media as part of their professional role, in a personal capacity, study or association with the Institute do so consistent with Institute guidelines for acceptable use.

The following five principles apply to the use of social media for Institute students:

- show respect for human dignity and adhere to the Institute Mission and values;
- do not use social media to bring Institute, staff or students into disrepute;
- do not imply Institute endorsement of personal views;
- ensure confidentiality of information obtained through the Institute is maintained; and
- do not use social media to the detriment of Institute academic and professional activities.

2. SCOPE

This policy sets out the Institute's expectations for the use of social media by Institute students for educational and personal use purposes where they can be identified as the Institute students. The policy applies to all social media sites and covers all future social media systems and access to social media by any means including via computer, tablet, mobile phone, handheld or wearable device.

3. DEFINITIONS

‘Identifiable Personal Use’ is defined as the use of social media where a student can be identified as being enrolled at the Institute through means including but not limited to the person’s social media name, character, profile or comments.

Social Media Social media are online media designed to allow information to be shared, disseminated and created using highly accessible and scalable publishing techniques. This policy applies to all social media including but not limited to:

- social networking sites: Facebook, Instagram, Google+, Foursquare, LinkedIn;

- any other official and unofficial pages on social and professional networking sites that are set up by individuals, groups, clubs and societies;
- video and photo sharing websites: YouTube;
- micro-blogging sites: Twitter and Tumblr;
- blogs: including corporate blogs, personal blogs or blogs hosted by traditional media publications;
- vodcasting and podcasting sites: including corporate podcasts and personal podcasts;
- forums and discussion boards: e.g. local discussion boards, Whirlpool, Yahoo! Google Groups;
- online multiplayer gaming platforms: e.g. Second Life;
- blogs hosted by media outlets (e.g. 'comments' or 'your say' feature on theage.com.au);
- sharing economy websites, such as Gumtree and Uber
- instant messaging including SMS, Skype, Wechat, Line and Kakao Talk.

Post in this policy refers to any shared or created content put on social media. This could be a post on Facebook, a message in Skype or content created and edited on Wikipedia.

4. POLICY

4.1 Personal, academic and professional use of social media by students must not:

- bring the Institute into disrepute;
- compromise the effectiveness of the Institute;
- defame individuals or organisations;
- imply the Institute endorsement of personal views; or
- disclose without authorisation, confidential information.

4.2 When accessing internal social media networks, students must use the Institute's ICT facilities in an acceptable manner. This should not interfere with the performance of their work.

In addition to this, when using social media at work, students must:

- be polite and respectful of the opinions of others at all times
- be mindful that others may not share the same sense of humour
- not access or engage with any material that is inappropriate or unlawful. This may include posts that are fraudulent, threatening, bullying, embarrassing, of a sexual nature, obscene, racist, sexist, defamatory or profane, whether obscured by symbols or not
- not use the Institute's ICT resources to post explicit or sexually suggestive messages
- not infringe another person's, or the Institute's, intellectual property rights

4.3 When using social media, it is not acceptable for students at any time to:

- post comments or images that are obscene, offensive, threatening, harassing or discriminatory in relation to work, another student, staff member or Institute stakeholders.
- post inappropriate images that reference or involve the Institute in some way.
- engage in comments that breach anti-discrimination law
- use an Institute email address, or anything else that connects the students to the Institute, when making public comment
- use external social media tools for study related internal communications, this excludes corporate networks such as SharePoint and Skype

4.4 Before deciding to post something, students must be mindful that:

- comments posted online are available immediately to a wide audience;
- material posted online effectively lasts forever and may be copied without limit;

- others may view material posted online out of context or use it for an unintended purpose;
- a site's security settings cannot be relied on to protect or keep material private;
- anything posted can be traced back and used to identify the poster as a student;
- anonymity or a pseudonym cannot be relied on to protect against identification.

4.5 Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with that law by the Institute or concerned third parties.

5. QUALITY ASSURANCE

To ensure that this policy is fit for purpose and meet the requirements of the HES Threshold Standards the policy will be:

- 5.1 internally endorsed by the Executive Management Team on development or review, prior to approval by Governing Board, or the Academic Board or other delegated authority;
- 5.2 externally reviewed as part of any independent review of the HES Threshold Standards approved by the Governing Board;
- 5.3 internally reviewed by the Responsible Officer every three years from the date of approval (if not earlier).
- 5.4 referenced to the applicable HES threshold Standard and/or other legislation/regulation.

6. FEEDBACK

Feedback or comments on this policy is welcomed by Executive Management Team of the Institute or other delegated authority.

7. ACKNOWLEDGEMENT

This policy was initially developed with reference to the following policies:

Monash University Social Media Policy, August 2016

Victoria University Media Policy, August 2016

Australian Catholic University Social Media Policy, May 2018

Department of Human Services Social Media Policy 2018

8. VERSION CONTROL

Version	Date approved	Description	Approved by
1.0	June 2018	Initial Development	GB
2.0	June 2018	Minor formatting and editorial changes	GB
Related legislation/ regulation/standard	HES Threshold Standards 2015, Domain 7 ESOS Act 2000, National Code 2018, Standard 1		