

## SOCIAL MEDIA PROCEDURE (STUDENTS)

<b>Approving authority</b>	Executive Management Team
<b>Purpose</b>	This procedure provides students with guidelines for the appropriate use of media and social media.
<b>Responsible Officer</b>	President and CEO
<b>Next scheduled review</b>	August 2026
<b>Document Location</b>	<a href="http://www.ozford.edu.au/higher-education/policies-and-procedures/">http://www.ozford.edu.au/higher-education/policies-and-procedures/</a>
<b>Associated documents</b>	<p>Social Media Policy (Students)</p> <p>Academic Integrity Policy and Procedure</p> <p>Anti-Bullying and Harassment Policy and Procedure</p> <p>Anti-Discrimination Policy and Procedure</p> <p>Child Safety Policy and Procedure</p> <p>Diversity and Equity Policy and Procedure</p> <p>Engaging Managing and Monitoring the Performance of Education Agents Policy and Procedure</p> <p>Free Intellectual Enquiry in Learning and Teaching Policy</p> <p>Marketing and Advertising Materials Policy and Procedure</p> <p>Occupational Health and Safety Policy</p> <p>Privacy Policy and Procedure</p> <p>Sexual Assault and Sexual Harassment Policy and Procedure</p> <p>Student Code of Conduct Policy and Procedure</p> <p>Use of Information Technology Facilities and Services Policy and Procedure (Students)</p> <p>SPAM Act 2003 (Commonwealth)</p> <p>Copyright Act 2003 (Commonwealth)</p>

### 1. PRINCIPLES

Ozford 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 students to connect with each other, Institute staff and the broader community. In recognition of the rapid growth and application of social media, the Institute has recognised the need for a policy to ensure that students who use social media 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.

This procedure includes 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.

## 2. SCOPE

This procedure sets out the Institute's processes to address use of social media by Institute students for educational and personal use purposes where they can be identified as the Institute students.

This procedure does not apply to use of ICT facilities and services. Students should instead refer to the *Use of Information Technology Facilities and Services Policy and Procedure (Students)*.

## 3. DEFINITIONS

### *Identifiable Personal Use*

'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.

### *Institute Environments*

The Institute environments encompasses all physical and online environments where the Institute operates or conducts activities. This is not only on campus but also, off campus while commuting to and from or participating in the Institute initiated activities or online using the Institute facilities or involving other students and/or staff of the Institute.

### *Media*

Any organisation that publishes material for consumption by the general public or specific interest groups, including print, radio, television and online. Media organisations include those that are publicly and privately owned, run by volunteer organisations, including students, and have an international, national or local focus.

### *Post*

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.

### *Severe misconduct*

Severe misconduct includes but not limited to

- acts dishonestly in relation to admission to the Institute;
- knowingly makes any false or misleading representation about things that concern the student as a student of the Institute or breaches any Institute Policies or Procedures;
- harasses or intimidates another student, a member of staff, a visitor to the Institute, or any other person while the student is engaged in study or other activity as an Institute student, because of race, ethnic or national origin, sex, marital status, sexual preference, disability, age, political conviction, religious belief or for any other reason;
- Misuses any facility in a manner which is illegal, or which is or will be detrimental to the rights or property of others. This includes the misuse, in any way, of any computing or communications equipment or capacity to which the student has access at or away from the Institute premises while acting as an Institute student, in a manner which is illegal, or which is or will be detrimental to the rights or property of others;
- steals, destroys or damages a facility or property of the Institute or for which the Institute is responsible

## ***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.

## **4. PROCEDURE**

### **Use of Media and Social Media**

- 4.1 Students are informed about the ***Social Media Policy and Procedure (Students)*** during orientation.
- 4.2 The Institute provides its students with access to ICT facilities and services to assist and support its teaching, learning, research and administrative activities.
- 4.3 Students using social media are required to do so in compliance with the ***Social Media Policy (Students)***, this Procedure and the following policies and procedures:
  - ***Student Code of Conduct Policy and Procedure***
  - ***Academic Integrity Policy and Procedure***
  - ***Anti-Bullying and Harassment Policy and Procedure***
  - ***Anti-Discrimination Policy and Procedure***
  - ***Child Safety Policy and Procedure***
  - ***Diversity and Equity Policy and Procedure***
  - ***Free Intellectual Enquiry in Learning and Teaching Policy***
  - ***Occupational Health and Safety Policy***
  - ***Privacy Policy and Procedure***
  - ***Sexual Assault and Sexual Harassment Policy and Procedure***
  - ***Use of Information Technology Facilities and Services Policy and Procedure (Students)***

### **Personal Use of Media or Social Media**

- 4.4 Personal use of media or social media by a student, in a way that does not associate the user with the Institute (and is therefore not "identifiable personal use" as defined above) is not covered by these Procedures.
- 4.5 The Institute will respond where a student makes identifiable personal use of social media that has the potential to impact on the Institute's reputation, directly or indirectly. Accordingly, students who engage in "identifiable personal use" on **any** social media are required to be aware of, and comply with, these Procedures.
- 4.6 Students must ensure that they have prior permission to post, share or distribute images of any student or staff member or individual whose images are identifiable. 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.
- 4.7 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.
- 4.8 Students must not use an Institute crest, logo, name or email address, or anything else that connects the students to the Institute, when making public comment

### **Breach of Social Media Use**

- 4.9 All breaches of the ***Social Media Policy (Students)*** and this procedure will be treated seriously.
- 4.10 Any student who is found to be in breach of this policy and procedures will be subject to action as set out in the ***Student Code of Conduct Policy and Procedure*** and/or the relevant Institute policy.
- 4.11 Any person concerned that the conduct of a student using social media contravenes these procedures may report their concern to the President and CEO who will make a determination in relation to the investigation of the matter and if a breach is confirmed, will pursue action under relevant Institute policy.
- 4.12 Where required by the Institute, a student is expected to remove, and cooperate with all attempts to remove any comment, post or other online content where the Institute forms the view that it is in breach of these procedures or any other Institute policy.
- 4.13 A student who fails to act on such a requirement will be in breach of these procedures and this will result in disciplinary action as set out in the ***Student Code of Conduct Policy and Procedure***.
- 4.14 Students can complain or appeal an Institute decision by accessing the ***Student Grievances and Appeals Policy and Procedure***.
- 4.15 In addition to any disciplinary action by the Institute, staff must report illegal activities to relevant law enforcement bodies and the student will be held personally accountable.

## Reporting

4.16 The Executive Management team will report non-compliance with legislative requirements or severe misconduct incidents to the Audit and Risk Committee and the Governing Board.

## 5. QUALITY ASSURANCE

To ensure that this procedure is fit for purpose and meets 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 procedure is welcomed by the Executive Management Team of the Institute.

## 7. ACKNOWLEDGEMENT

This procedure was developed with reference to the following:

- Monash University, Media and Social Media Policy, 2021 ([Media and Social Media Policy \(monash.edu\)](https://www.monash.edu/media-and-social-media-policy))
- Victoria University Social Media Procedure, 2018 (<https://policy.vu.edu.au/document/view.php?id=429>)
- Australian Catholic University Social Media Policy, 2021 ([Social Media Policy - Policies - Australian Catholic University \(acu.edu.au\)](https://www.acu.edu.au/social-media-policy))

## 8. VERSION CONTROL

Version	Date approved	Description	Approved by
2.0	June 2018	Initial Issue	EMT
3.0	August 2023	Internal Review	EMT
Related legislation/ regulation/standard	Tertiary Education Quality and Standards Act 2011 (Cth) Higher Education Standards Framework (Threshold Standards) 2021 (Cth) Education Services for Overseas Students Act (ESOS) 2000 (Cth) Education Services for Overseas Students Regulations 2019 (Cth) The National Code of Practice for Providers of Education and Training to Overseas Students 2018 (Cth) Victorian Child Safe Standards Occupational Health and Safety Act 2004 (Vic)		

	<p>Racial Discrimination Act 1975 (Cth) Sex Discrimination Act 1984 (Cth) Disability Discrimination Act 1992 (Cth) Disability Standards for Education 2005 (Cth) Australian Human Rights Commission Act 1986 (Cth) Workplace Gender Equality Act 2012 (Cth) Age Discrimination Act 2004 (Cth) Fair Work Act 2009 (Cth) Equal Opportunity Act 2010 Racial and Religious Tolerance Act 2001 (Vic) Spent Convictions Act 2021 SPAM Act 2003 (Cth) Copyright Act 1968 (Cth) Privacy Act 1988 (Cth) Privacy and Data Protection Act 2014 (Vic), Health Records Act 2001 (Vic), Australian Consumer Law (Cth)</p>
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Note: EMT = Executive Management Team