POLICY C16.0

SOCIAL MEDIA (STAFF AND STUDENTS)

1.0 INTRODUCTION

1.1 Context

In the provision of their business, including higher education, vocational education and bespoke courses for industry, Scentia and its subsidiaries, the Australasian College of Health and Wellness Pty Ltd (ACHW), the Australian Institute of Management Education and Training Pty Ltd (AIM) operating as AIM Business School (ABS), and AIM VET, a Registered Training Organisation (RTO), (collectively 'the Scentia Group') recognise the engagement with social media as part of the Scentia Group business requirements and their staff and students personal lives.

1.2 Purpose

This policy sets out the expectations of staff and students regarding social media participation while employed by Scentia or enrolled in any courses associated with the Scentia Group.

1.3 Scope

This policy applies to:

- all non-academic and academic staff of Scentia whether full-time or fractional, continuing, fixed-term, or casual;

- members of Scentia, ABS and ACHW Boards;

- volunteers who contribute to Scentia's activities;

- all enrolled students.

This group will be referred to as "staff and students" throughout this document.

1.4 Scope Exceptions

None.

2.0 RESPONSIBILITIES

1. The Head of People and Culture is responsible for the:

   a. implementation and review of this Policy; and

   b. communication of the Policy and Procedure to all Scentia non-academic staff.

2. The Director of Education is responsible for the communication of the Policy and Procedure to all academic staff.

3. The Heads of School and Head of Academic Delivery VET are responsible for the communication of the Policy and Procedure to students.

4. The Marketing Business Unit is responsible for:

   a. managing Scentia's social media platforms; and

   b. community management platforms.

5. Staff and students are responsible for

   a. not bringing the Scentia Group into disrepute on social media;

   b. not disclosing confidential information on social media; and

   c. acting responsibly when using social media for personal use.

3.0 POLICY

3.1 Principles

1. Scentia's reputation and that of its staff and students is enhanced and not compromised through the use of social media. This is demonstrated by:

   a. Expecting staff and students to behave professionally when using social media.

   b. Expecting staff and students to act in accordance with the Scentia Group's Staff and Student Codes of Conduct (respectively), the Bullying, Discrimination and Harassment Policy, Sexual Harassment and Assault Prevention and Response Policy, and other applicable policies and procedures of the Scentia Group when using social media and there is a recognised association between the staff or student and the Scentia Group.

2. Scentia's social media platforms and community management are managed centrally through the marketing business unit.

3. Posting on Scentia's social media platforms is for Official Use only.

4. Use of social media in connection with the Scentia Group must not breach privacy, copyright, human rights and anti-discrimination laws, or any other laws. Interactions on Scentia Group's social media platforms are not to include content that is illegal, harassing, hateful, or racist including but not limited to:

   a. profanity;

   b. spurious or derogatory comments;

   c. sexually explicit language, videos or images;

   d. copyrighted material (without lawful excuse or permission);

   e. defamatory content; or

   f. another person's personal information (including phone numbers and email addresses).

5. Social media is not used by academic staff as a means of distributing or accepting assessable work or as a primary (or singular) means of communicating with students and other staff.

6. Staff and students will not disclose confidential information or information that may bring the Scentia Group into disrepute on social media.

7. Non-compliance with this Policy and Procedure will be managed in accordance with the Discipline and Termination Policy for staff or the Managing Inappropriate Student Behaviour Procedure for students.

4.0 DEFINITIONS

- **Community Management** – is about increasing goodwill towards the brand, building its reputation, and establishing trust & authority within the online community. Good community management:

  o focuses on developing, maintaining, and nurturing great customer relationships and

  o responds to complaints and engages with the brand's online community.

- **Official Use** - use by persons authorised as Scentia Group spokespersons and representatives for official purposes who are permitted to post content within the approved scope on Scentia social media channels.

- **Personal use** – means private use, at work or at home, that does not occur at the direction of the Scentia Group. It includes, for example, posting on a personal Facebook 'wall', writing, and sharing a blog post from a personal blog, and sharing photographs taken with a personal device.

- **Social Media** - websites, online platforms, and online applications that are designed to allow information to be created, shared, discussed and disseminated. Social Media include the sites, tools, channels, and platforms used to publish user-generated content (which can be the form of information or opinions) and promote social connections and conversations. Social Media may include but is not limited to:

  - Social networking sites (e.g.: Facebook, LinkedIn)

  - Video and photo sharing website (e.g.: YouTube, Flickr)

  - Enterprise tools (e.g.: Yammer, Microsoft Teams, SharePoint)

  - Blogs, including corporate blogs, personal blogs or blogs hosted by media publications.

  - Micro-blogging sites (e.g.: Twitter)

  - Forums and discussion boards (e.g.: Google groups, Whirlpool)

  - Wikis and online collaboration tools (e.g.: Wikipedia)

  - Vod and podcasting

  - Email and instant messaging

  - Virtual communities (e.g.: Second Life)

  - Apps or applications (e.g.: SnapChat, WhatsApp, WeChat)

  - Any other websites that allow individual users or organisations to post comments to the web.

5.0 REFERENCES AND ASSOCIATED INFORMATION

- Social Media Procedure (Staff and Students)

- Fair Work Act (2009)

- Acceptable Use of Information and Communication Technology Facilities for Staff Policy

- Bullying, Harassment and Discrimination Policy (Students and Staff)

- Copyright and Intellectual Property Policy

- Discipline and Termination Policy

- Freedom of Intellectual Inquiry and Expression Policy

- Managing Inappropriate Student Behaviour Procedure

- Privacy of Staff Information and Records Policy

- Privacy of Student Information and Records Policy

- Sexual Harassment and Assault Prevention and Response (Students and Staff)

- Student Code of Conduct

- Staff Code of Conduct

- Age Discrimination Act 2004

- Copyright Act 1968

- Disability Discrimination Act 1992

- Racial Discrimination Act 1975

- Privacy Act 1988 (Cth)

- Sex Discrimination Act 1984

- Telecommunications Act 1997

6.0 POLICY OWNERSHIP

Policy Owner	Head of People and Culture
Status	Reviewed on July 2021
Approval Authority	Scentia Corporate Board, with endorsement by ACHW and AIM Corporate Boards
Date of Approval	21/10/2021
Effective Date	21/10/2021
Implementation Owner	Head of People and Culture
Maintenance Owner	Head of People and Culture
Review Due	October 2024
Content Enquiries	Liz Douglas – Head of People and Culture Email: ldouglas@scentia.com.au

7.0 AMENDMENTS

Version	Amendment Approval (Date)	Amendment Made By (Position)	Amendment Details
C16.0	21 October 2021	Head of People and Culture	Procedure separated from Policy. New template. Expanded scope to include Board members, volunteers and students. Responsibilities and Principles defined. Definitions, References and Policy ownership updated.