



Social Media Policy and Procedure

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Approved by the Board:			
On behalf of the Board	David Ling President	Signature 	Date: 22/05/19
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Basic Beliefs/Purpose

Diamond Valley Learning Centre (DVLC) has developed guidelines for stakeholder engagement with social media for professional and personal use. This policy should be read in conjunction with the Computers, Internet and Email Policy and Procedure.

Scope

This policy applies to all DVLC staff, students, volunteers, Board members, DVLC members and hirers (referred to as users).

Policy Guidelines

DVLC acknowledges the prevalence of social media and its potential effectiveness in supporting business activities and training services. This policy distinguishes between the use of social media for DVLC business purposes, and other purposes, and to provide guidelines for good practice for all stakeholders.

DVLC supports employee participation in social media in the form of:

- online applications that allow the collegiate publishing, sharing and discussion of professional content aimed at developing the expertise and knowledge of staff; and
- social media tools used to promote the engagement of young people in education or training.

DVLC expects all social media users to behave in an honest, respectful, professional and ethical manner. When representing DVLC in social media platforms, all users must:

- be authorised by management;
- use their own identity (not be anonymous);

- only disclose and use information that has been classified as in the public domain, and is not confidential or obtained through employment;
- adhere to the terms of use of the social media platform they are using;
- comply with legislation, such as copyright, privacy, discrimination, and harassment laws and regulations;
- comply with DVLC's Computer, Internet and Email Policy and Procedure, and Code of Ethics Policy or any code of conduct;
- not post or comment on any material that may bring DVLC into disrepute;
- not imply that DVLC endorses any personally-held views;
- not post any photos or videos of staff and students without consent; and
- not post or respond to material that is offensive, obscene, defamatory, threatening, bullying, harassing, discriminatory, racist, sexist, breaches copyright or is unlawful.

DVLC expects that staff to be mindful of their personal (non-professional) use of social media, and its potential for direct and indirect damage to DVLC. While staff will be held personally responsible for content published on their personal social media account, DVLC expects that all users will be guided by the following principles:

- personal and professional use of social media must be kept separate (for example, by not posting professional communications on their personal social media account, or vice versa);
- confidential information obtained through employment or association must not be disclosed or used;
- personal engagement with social media must not be allowed to undermine or hinder work performance and effectiveness;
- social media posts made from DVLC computer facilities or work phones must at all times comply DVLC policies and procedures;
- when commenting on an aspect of DVLC's services, the user should clearly identify themselves as a DVLC employee or client and include a disclaimer;
- use of a DVLC logo or email address for personal matters is prohibited unless authorised by management;
- posts or responses must not claim or imply that they represent DVLC views or opinions;
- posts or responses must not offend, intimidate, defame or humiliate DVLC staff, students, volunteers, business partners or other stakeholders; and
- posts or responses must not cause damage to or bring DVLC into disrepute.

DVLC encourages all users of social media for personal purposes, to carefully consider the privacy settings on their personal accounts, to be respectful when posting, and to be aware that what they post may be widely distributed and accessible.

DVLC expects staff to identify, and immediately report to management, any inappropriate or unlawful online content that relates to DVLC and/or breaches this policy. All reports will be investigated and subject to disciplinary measures. In serious cases this may include the termination of employment, enrolment or other contracts. Other forms of disciplinary action may include issuing a formal warning, directing people to attend mandatory training, suspension from the workplace, permanent or temporary denial of access to all or part of DVLC's computer network.

Procedure Guidelines

1. No DVLC employee, volunteer, contractor or sub-contractor may engage in Social Media as a representative of / on behalf of DVLC, unless they first obtain DVLC's written approval.
2. All DVLC employees, volunteers, contractors or sub-contractors who have been directed to contribute to or participate in Social Media related work, are to act in a

professional manner at all times and in the best interests of DVLC, as set out in this and other DVLC policies.

Definitions

Social media is the collective term for websites and computer applications that enable community members to develop and share content, collaborate and interact. Social media includes forums, microblogging, social networking, business networking, social bookmarking, social curation, podcasts and wikis. Well known examples include Facebook (social networking site), LinkedIn (business networking site), Twitter (microblogging service), WeChat, Snapchat (multimedia messaging services), YouTube (video sharing website), Instagram (photograph, video sharing and messaging platform), Pinterest (social curation website), and Wikipedia (collaborative online encyclopaedia or wiki).

Internet means a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardised communication protocols.

Related Policies

P-8 Student Welfare and Duty of Care Policy and Procedure
P-11 Occupational Health & Safety Policy and Procedure
P-13 Code of Ethics Policy
P-26 Access, Anti-Discrimination, Equity, Diversity and Empowerment Policy
P-43 Privacy Policy
P-51 Bullying and Harassment Policy and Procedure
P-59 Computers, Internet and Email Policy and Procedure

Related Documents

D-028 Student Handbook
D-044 Human Resources Policy and Procedure Manual

Legislation

Charter of Human Rights and Responsibilities Act 2006 (Vic)
Children, Youth and Families Act 2005 (Vic)
Disability Act 2006 (Vic)
Education and Training Reform Act 2006 (Vic)
Fair Work Act 2009
Health Records Act 2001 (Vic)
Human Rights and Equal Opportunity Commission Act 1986
Occupational Health and Safety Act 2004 (Vic)
Privacy Act 1988
Privacy and Data Protection Act 2014 (Vic)

Mapping Information

VRQA Guidelines for Non-school Senior Secondary Education Providers: Minimum Standards for Registration to Provide an Accredited Senior Secondary Course, Standard 3
AQTF Standard 2.1, 2.3, 2.5, 3.2

