

# Social Media Policy

## Description

This policy specifies the rules concerning the use of social media services whilst attending Macedon Ranges Campus and at other times during a student enrolment or staff period of employment. This policy should be read in conjunction with policies concerning the use of mobile phones, the Internet, email, and other communication devices.

## Purpose and Scope

'Social media' refers to those websites and other communication services that allow users to share information with friends, colleagues, or subscribers or allow the user to broadcast information to the public. Examples of social networking services include, but are not limited to, Facebook, TikTok, WeChat, Instagram, and Twitter.

The term 'information' should be read to include the user's general thoughts, opinions or any other factual matter communicated to any third party via the use of a social networking service.

The objective of this policy is to:

- To protect the reputation and 'goodwill' of the business and its employees.
- To ensure compliance with all applicable privacy laws.
- To protect the intellectual property rights owned by the business or any of its employees.
- To establish clear rules and general expectations for all employees and students.
- To ensure consistent application of the Social Networking Policy by employees across the business.

## Policy

The use of social media services by employees or students during normal working hours or on campus during class times is not permitted unless prior permission has been granted by the CEO (Chief Executive Officer) or delegate or is expressly permitted by the employee's contract of employment. Unauthorised use of social media sites during the normal working time will result in disciplinary action.

Employees and students are not permitted to use any of Macedon Ranges Education's equipment for social media purposes at any time, including during non-working time, such as breaks or before or after work. This restriction does not apply where prior permission has been granted by the CEO or delegate or where permission is expressly granted by the employee's contract of employment. 'Equipment' includes, but is not limited to, Macedon Ranges Education's computers, internet connection, and company-issued mobile phones. Unauthorised use of Macedon Ranges Education's equipment for social media purposes will result in disciplinary action.

## Public Comment

While it is accepted that employees and students of the organisation have a human right to make public comment and enter into public debate on political and social issues, there may be circumstances whereby comments are made in a private capacity and at no time should be attributed to, or recognised as, the official public comment of the organisation.

Students and employees are not to utilise social media or product review sites to make any comment or notice that is defamatory, untrue or in any way contributes to hostility, intimidation, ridicule, anxiety or disrespect for others or the institution.

Employees and students must not share any information on social media services that would enable any third party to identify Macedon Ranges Education or any individual working for Macedon Ranges Education. Further, company-related information not otherwise available to the public is not to be communicated via a social media service.

This restriction always applies irrespective of whether the information is shared or otherwise posted by the employee, student or any person acting on behalf of the individual outside of normal working time. This restriction shall remain in effect in perpetuity and does not cease upon resignation or termination, course withdrawal or completion.

A breach of this obligation will result in disciplinary action or possible legal action.

Employees and students are reminded that laws concerning defamation, privacy, intellectual property rights harassment, and discrimination operate in addition to this policy and will be enforced by Macedon Ranges Education as a matter of principle and with rigor.

## Version Control

This document is under version control.

<b>Version</b>	1.1	<b>Created Date</b>	18 Apr 2023
<b>Created By</b>	Dot Smith	<b>Modified Date</b>	16 Apr 2024
<b>Modified By</b>	Dot Smith	<b>Status</b>	Approved
<b>Policy Group</b>	Marketing	<b>Approved By</b>	Iona McKimmie