

SOCIAL MEDIA POLICY

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| Date Approved: | 2 August 2024 |
| Date Effective: | 2 August 2024 |
| Policy Category: | Student |
| Policy Owner: | National Manager, Student Lifecycle |

1. Context, Purpose & Key Principles

To provide guidance for staff on the appropriate use of social media.

2. Scope

- All VET (Vocational Education and Training) individuals
- All VET staff

PART A: Summary of Roles and responsibilities

| Role | Responsibility |
|--|--|
| Marketing Partnerships Manager | <ul style="list-style-type: none"> • Approves use of SEDA social media accounts • Approves and provides training on appropriate content for social media use by individuals/staff. |
| RTO (Registered Training Organisation) Manager | <ul style="list-style-type: none"> • Approves official SEDA statements to be posted on social media • Approves branding and ensures compliance with SRTO's. |
| Individual Services Coordinator/Trainer and Assessor | <ul style="list-style-type: none"> • Arranges and provides social media content for posting by staff and individuals. |
| National Manager – Individual Lifecycle | <ul style="list-style-type: none"> • Review and follow all complaints and appeals related as per the Complaints and Appeals Policy |

All social media posts and content (internal and external including members of the public) that are related to SEDA or its industry partners are subject to the following guidelines:

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PART A: Appropriate use of Social Media Guidelines

3. **Be respectful** - Content posted on the internet is in the public domain and SEDA cannot, and should not, control what individuals say. Individuals should post both positive and negative experiences with the understanding that inappropriate, defamatory, offensive, racist, obscene or spam will be removed in accordance with Commonwealth and State Legislation. The intent for many social networking sites is to have an open discussion so individuals may be reluctant to contribute if they feel that their freedom of speech is being moderated. It is important to be transparent about what will and will not be tolerated. Do not discredit Staff, students Industry partners or Registered Training Organisations (RTOs). Friendly rivalry between SEDA sports teams is okay but degrading them is not.
4. **Remember your audience** - Posting content to the social networking sites often requires a different approach. The content should be engaging and be written in a conversational tone. What does your audience expect from the page, what information do they want? Deliver it.
5. **Link back to the SEDA website or use SEDA promoted hashtags where appropriate** - When organisational units post discussion topics, they should keep the information concise, clear and provide a link to the www.seda.edu.au site that individuals can refer to for further information. Post all the info as an event item. Post a concise status update and then link back.
6. **Be informative and accurate** - Staff are encouraged to add links that individuals would find interesting but not necessarily linked to SEDA. Students should be encouraged to promote activities linked to their studies. This may include, but not limited to, calling for assistance with major projects, an event they have organised as part of their assessment, or calling for assistance for student fundraisers.
7. **Personal privacy** - Most websites require students to create a profile before they can participate, and search engines retrieve post's years later. Students should consider their privacy settings and the information that colleagues and individuals will be able to view before posting. Students should read the sites terms and conditions.
8. **Protect confidential, proprietary information and intellectual property** - Do not post confidential or proprietary information about SEDA, its Industry partners, students, employees, or alumni. Individuals who share confidential information do so at the risk of disciplinary/and or legal action as appropriate.
9. **Respect copyright and fair use:** When posting, be mindful of the copyright and intellectual property rights of others and of the SEDA and its Industry Partnerships.
10. **Respect SEDA time and property:** SEDA computers and time on the job are reserved for SEDA-related business as approved by supervisors and in accordance with ICT policies.

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11. **Seek advice** - Users may inadvertently generate inappropriate or questionable content that may need to be referred on. If you are unsure if your content may be in breach of these guidelines contact their teacher or Student Services Coordinator.
12. **Cyber-bullying** - If you become aware of users harassing or bullying another user seek advice immediately. Individuals may be subject to disciplinary action. Individuals should contact their Student Services Coordinator or National Manager Student Lifecycle for advice relating to individuals bullying other individuals. All individuals can be referred to the **Student Assistance Program**.
13. **Public relations** - If you are concerned that SEDA is being misrepresented on an issue or content could damage SEDA or any of its Industry partners reputation, students should refer to their teacher or Student Services Coordinator. Members of the public can lodge a complaint via complaints@sedagroup.com.au or 1300 777 332.
14. **User generated content** that is deemed to be discrimination, harassment or bullying will be removed once a screen shot of the offending post is taken. Keep a record of removed posts. If appropriate, the poster will be notified that such content will not be tolerated, condoned or ignored and the poster will be reported to the appropriate authority.
15. **User generated content** that promotes illegal activity or links to inappropriate sites will be removed once a screen shot of the offending post is taken. If appropriate, the poster will be notified that such content will not be tolerated, condoned, or ignored and the poster will be reported to the appropriate authority.
16. **Content that indicates an individual may be at risk** of a mental health or emotional wellbeing concern including self-harm or harm to others, the moderator will immediately contact the Program Manager or National Manager Individual Lifecycle.

PART B: Personal use

Individuals must be mindful that their social media activity via their own personal social media platforms can have, or can be construed as having, a connection to SEDA if related to SEDA in anyway.

Individuals MUST ensure that their private use of social media does not create a connection with SEDA which is, or is likely to be, detrimental to SEDA, staff or other students or Industry Partners.

Such behaviour may constitute student misconduct as defined in the **Student Misconduct Policy** and or legal action as appropriate.

Students can seek guidance from teaching staff and the Student Services Coordinator regarding the use of social media.

Any use of social media platforms must comply with this Procedure, the IT Appropriate Use Policy and other relevant SEDA rules, policies and procedures, including:

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- a. the **Individual Code of Conduct**
- b. the **Bullying Prevention and Management Policy**.

Part C: Social Media in Teaching and Learning

SEDA encourages the use of social media as an effective complementary teaching strategy to practice critical thinking and problem-solving skills in collaborative environments.

SEDA acknowledges the positive impact that the use of social media in teaching and learning can make to individual engagement and experience, active learning, digital literacy and in assisting with promotion of their own personal brand and networking for career outcomes.

Staff or students who wish to use social media in a Learning and Teaching context can refer to the social media in Learning and Teaching Guidelines for advice on creating and maintaining social media in the Learning and Teaching space.

The Marketing Partnerships Manager will work collaboratively with Learning Innovation Manager to ensure a consistent, quality SEDA social media presence when associated with Teaching and Learning.

If a Teaching and Learning social media presence is deemed to be inappropriate or in conflict with the the Individual Code of Conduct, the Marketing and Partnerships Manager has the authority to close or absorb the presence, where appropriate.

PART D: Official SEDA and Industry Partner Social Media

- 17. Social media is a communication platform that SEDA and its Industry Partners use to connect with students' alumni, and other members of the broader Sport and Business and external communities.
- 18. SEDA has several official SEDA social media accounts which are used to represent SEDA. Official SEDA social media accounts are managed by the Marketing Partnerships Manager or by approved account owners.
- 19. Owners of official SEDA social media accounts or Industry partner accounts are accountable for their respective social media account/channel and must:
 - a. ensure SEDA/Industry Partner branding is evident and contact information is prominently displayed.
 - b. ensure published content is accurate and not misleading.
 - c. link to an official SEDA response where there is one (e.g. a SEDA press release or statement on the SEDA website);
 - d. monitor the social media account daily; and inform SEDA immediately of any post that is in breach of this Policy (see Part E)
 - e. respond to requests for information, questions, or comments in a timely fashion.
 - f. ensure compliance with the **Student Privacy Policy**.

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- g. concerns regarding content are escalated to the Program Manager (Staff), or National Manager Student Lifecycle (Individuals).
- h. ensure potentially fake and misleading representations and reviews are reported to the RTO Manager

PART E: Monitoring and Review of Social Media Accounts

- 20. SEDA reserves the right to restrict or remove any content that does not comply with this or any other SEDA policies and procedures.
- 21. Where there is no intention to continue updating the content, the social media account owner should deactivate the account. Prior to deactivating an account, staff must check whether the content needs to be retained in accordance with SEDA keeping its records management obligations.
- 22. Inactive social media accounts should be reported to the Marketing Partnership Manager.
- 23. The Marketing Partnership Manager reserves the right to delete inactive social media accounts and/or transfer the ownership to a relevant SEDA spokesperson.

PART F: Record Keeping Requirements

The Public Records Act 1973 (Vic) (s2) defines a public record as “any record made or received by a public officer in the course of [their] duties.” This definition includes all messages sent, and responses received, by public officers when carrying out their duties, regardless of the medium used.

- 24. Social media posts are therefore public records because they are created or received by staff in the course of their duties and are evidence of SEDA’s business.
- 25. Social media content must be recorded and sent to the RTO Manager for archiving centrally when it:
 - a. relates to a distressed user.
 - b. relates to a crisis on campus.
 - c. relates to a breach in the **Marketing Policy**, with potential legal liability stemming from the misuse of social media; and/or
 - d. is required to support a legal, compliance or regulatory request or defence.
 - e. Is potentially damaging to an individual or organisations reputation
- 26. SEDA does not mandate any specific capture technology as this will change depending on the social media used. A social media record must contain:
 - a. the content (i.e. the information sent or received).
 - b. the format (text, visual, sound or video) of the original content metadata such as:
 - i. who sent or posted the content.
 - ii. the date and time it was posted;

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- iii. the name of the staff member and community members exchanging messages.
- iv. the context of the exchange.
- v. the social media platform on which it was created.
- vi. the relationship between the record, the context in which the social media was used (e.g. a statement or a reply) and any other related documents that help make the social media usage understandable.

27. Where a social media account is to be closed and the content associated with the account does not have business or historical value, the social media content can be deleted without archiving.

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