

POLICY TITLE: Social Media

Purpose

The purpose of this policy is to explain the Photography Studies College (Melbourne) policy on the use of any form of social media by employees, contractors, Committee Members, students, graduates and any other individual who uses the College's social media platforms, or who draws an association with the College through use of their social media ("**Users**").

Policy

Authorised use

The following use is prohibited unless it has been expressly approved by an Authorised Manager (for use in the course of the College's business activities) or by the Course Director (in the course of the College's teaching activities):

- use of, or participation in, social media during work/class hours; and
- use of the College's social media platforms, ICT systems and equipment.

Use outside of work/class hours: personal use

The College does not wish to prevent Users from engaging in personal use of social media where that use is entirely unrelated to the College and their studies and/or employment.

However, where the College is mentioned by a User, or where the User draws an association with the College (for example, by linking their social media page to the College's website), the following rules apply:

1. You may only disclose publicly available information.
2. Unless authorised to do so, do not imply to others that you are directly representing the College, or that the College shares, or approves of, your personal opinion.
3. Ensure that any content published is factually accurate and compliant with Photography Studies College (Melbourne) policies such as confidentiality, privacy, intellectual property and copyright.
4. Do not reveal confidential or commercially sensitive information about the College.
5. Do not reveal private personal information about the College's students and staff.
6. Do not post any comments or engage in any conduct that might damage the College's reputation or commercial interests, or reflect negatively on its students, employees or stakeholders.
7. When using the College's social media platforms, or have been authorized to comment on behalf of the College, only comment on topics within your own area of responsibility.

8. Do not post material that is obscene, offensive, discriminatory, harassing or defamatory.

If the College notifies a User that they have breached these rules, the User must remove the relevant content immediately or amend the content so that there is no longer an association with the College (e.g. by removing the link from the User's social media page to the College's website).

Also, it is important that Users note the following:

- Blog comments remain permanently accessible. Tracking tools can identify the contents of a website at a particular date, even if the contents are later deleted from public view.
- A search of Photography Studies College (Melbourne) name will produce a full list of any blogged comments about that College, so that anyone with Internet access can find them.
- Similarly, a search using an email address or individual name will produce a full list of comments and other material made from that address or attributed to that individual.
- Personal revelations and comments, embarrassing photos, and the like, that are accessible to current and prospective employers may be detrimental to a person's career prospects, depending on the context.

Boundaries in relation to social media

To maintain the professional employee/student boundaries and to uphold the procedures as defined in the Staff Handbook, employees/contractors of Photography Studies College (Melbourne) are not permitted to 'friend' current students of PSC through their personal Facebook page, or add them to Snapchat. Students should refrain from sending teachers and other staff invitations to do the same.

This policy does not extend to LinkedIn, Instagram and Pinterest. Users should use professional discretion in all social media interactions between themselves to uphold the reputation and standing of the College.

Consequences of breaching this policy

Breaches of this policy that may damage the reputation, image or competitive or financial position of the College may result in disciplinary action, which could include termination of employment in serious cases for staff and expulsion for students.

Graduates may be denied access to the College's social networking platforms, online encyclopedias' and blogs. Any alleged breach of this policy will be investigated in accordance with the disciplinary guidelines of the organisation.

Users who breach the law (e.g. copyright infringement and defamation), or who contravene a social media site's terms and conditions, may be personally liable for their actions.

Obligation to report breaches of the policy

If you believe this policy has been breached and wish to make a complaint please bring the matter to the attention of your supervisor or manager.

Responsibility

Employees

Students

Graduates

Contractors

Committee Members

Any other individual who uses the College's social media platforms, or who draws an association with the College through use of their social media

Definitions

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks and includes but is not limited to:

- Social networking sites, e.g. Facebook,
- Professional networking sites, e.g. LinkedIn
- Video and photo sharing sites e.g. YouTube, Pinterest, Instagram, Flickr, Snapchat
- Micro-blogging sites, e.g. Twitter, Tumbler
- Weblogs, including corporate or personal blogs
- Forums and discussion boards e.g. Google groups
- Online encyclopedias' e.g. Wikipedia

Related Documentation

Policies

Acceptable Use of IT and Communication Systems

Staff Code of Conduct

Procedures Forms & Documents

Staff Handbook

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