SOCIAL MEDIA PROCEDURE (STUDENTS)

Approving authority	Executive Management Team
Purpose	To provide the OIHE students with guidelines for the appropriate use of social media.
Responsible Officer	Vice President
Next scheduled review	June 2021
Document Location	http://www.ozford.edu.au/higher-education/policies-and-procedures/
Associated documents	Social Media Policy (Students) Academic Integrity Policy and Procedure Anti-Bullying & Harassment Policy and Procedure Anti-Discrimination Policy and Procedure Diversity and Equity Policy and Procedure Use of Information Technology Facilities and Services Policy and Procedure (Students) Occupational Health & Safety Policy Student Code of Conduct Policy and Procedure Marketing and Advertising Materials Policy and Procedure Engaging Managing and Monitoring the Performance of Education Agents Policy and Procedure

1. PRINCIPLES

Ozford Institute of Higher Education (herein after referred to as 'the Institute') recognises the importance of social media as a communication tool that is regularly used by its staff, students and associates to connect with each other and the broader community. Accordingly, and in recognition of the rapid growth and application of social media, the Institute has recognised the need for a policy to ensure that those who use these media as part of their professional role, in a personal capacity, study or association with the Institute do so consistent with Institute guidelines for acceptable use.

The following five principles apply to the use of social media for Institute staff and students:
• show respect for human dignity and adhere to the Institute Mission and values;
• do not use social media to bring Institute, staff or students into disrepute;
• do not imply Institute endorsement of personal views;
• ensure confidentiality of information obtained through the Institute is maintained; and
• do not use social media to the detriment of Institute academic and professional activities.

2. SCOPE

This policy sets out the Institute's expectations for the use of social media by Institute students for educational and personal use purposes where they can be identified as the Institute students. The policy applies to all social media sites and covers all future social media systems and access to social media by any means including via computer, tablet, mobile phone, handheld or wearable device.

3. DEFINITIONS

'Identifiable Personal Use' is defined as the use of social media where a student can be identified as being enrolled at the Institute through means including but not limited to the person's social media name, character, profile or comments.

Social Media Social media are online media designed to allow information to be shared, disseminated and created using highly accessible and scalable publishing techniques. This policy applies to all social media including but not limited to:

- social networking sites: Facebook, Instagram, Google+, Foursquare, LinkedIn;
- any other official and unofficial pages on social and professional networking sites that are set up by individuals, groups, clubs and societies;
- video and photo sharing websites: YouTube;

- micro-blogging sites: Twitter and Tumblr;
- blogs: including corporate blogs, personal blogs or blogs hosted by traditional media publications;
- vodcasting and podcasting sites: including corporate podcasts and personal podcasts;
- forums and discussion boards: e.g. local discussion boards, Whirlpool, Yahoo! Google Groups;
- online multiplayer gaming platforms: e.g. Second Life;
- blogs hosted by media outlets (e.g. 'comments' or 'your say' feature on theage.com.au);
- sharing economy websites, such as Gumtree and Uber
- instant messaging including SMS, Skype, Wechat, Line and Kakao Talk.

Post in this procedure refers to any shared or created content put on social media. This could be a post on Facebook, a message in Skype or content created and edited on Wikipedia.

4. PROCEDURE

4.1 Use of Social Media provided by the Institute: Conditions of Use - Students
The Institute provides its students with access to IT facilities and connections to assist and support its teaching, learning, research and administrative activities.
Students using these facilities provided are required to do so in compliance with these Procedures and:
- The Use of Information Technology Facilities and Services Policy (Students); and
- the Academic Integrity Policy

4.2 Personal Use of Social Media
Personal use of social media by a student, in a way that does not associate the user with the Institute (and is therefore not "identifiable personal use" as defined above) is not covered by these Procedures.
The Institute will respond where a student makes identifiable personal use of social media that has the potential to impact on the Institute's reputation, directly or indirectly. Accordingly, students who engage in "identifiable personal use" on **any** social media are required to be aware of, and comply with, these Procedures.

4.3 Rules for Use of Social Media
When using social media in the context of education or research training, and when making identifiable personal use of social media, students must:
a) only disclose and discuss information about the Institute or its activities that is not confidential and is publicly available;
b) take all reasonable steps to ensure that content published is accurate and not misleading;
c) ensure that the use, including content published, complies with all relevant rules of the Institute;
e) be respectful and courteous in communications;
f) adhere to the Terms of Use of the relevant social media provider; and
g) comply with the law, including laws about copyright, privacy, defamation, discrimination and harassment.

4.4 Specific Prohibitions
When using social media in the context of education and when making identifiable personal use of social media, students must not:

- make any comment or post material that is, or might be construed to be, racial or sexual harassment, offensive, obscene (including pornography), defamatory, discriminatory towards any person, or inciting hate;

- make any comment or post material that creates, or might be construed to create, a risk to the health or safety of a fellow student, contractor, staff member or other person, including material that amounts to bullying, psychological or emotional violence, coercion, harassment, sexual harassment, aggressive or abusive comments or behaviour, and/or unreasonable demands or undue pressure;
- make any comment or post material that infringes copyright, is fraudulent, breaches intellectual property rights, constitutes a contempt of court, constitutes stalking, breaches a court order, or is otherwise unlawful;
- imply that they are authorised to speak as a representative of the Institute or give the impression that the views they express are those of the Institute unless authorised by the Institute President to do so;
- use the identity or likeness of another student or staff member of the Institute;
- use or disclose any Institute confidential information obtained as a student of the Institute;
- sell, purchase or offer to write assignments or other assessable work, or to request help with such work. Additionally students are required to take steps to minimise opportunities for others to cheat by not saving work to a shared network drive that is accessible by others and not sharing work on social media sites (for example);
- make any comment or post material that might otherwise cause damage to the Institute's reputation or bring it into disrepute; and
- use the Institute's crest or logo without permission, or use the Institute's name in a manner that is likely to be misleading or bring the Institute into disrepute.

4.5 Using images and video
In most cases, prior permission must be obtained to post, share or distribute images of individuals whose images are identifiable. Students should not post content that might be embarrassing to an individual or that could be construed as placing an individual in a negative or false light.
Students should not post content that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used,

4.6 Breach of Social Media Use
Any student who is found to be in breach of the social media policy and procedures will be subject to disciplinary action as allowed in the Academic Integrity Policy.

Any person concerned that the conduct of a student using social media contravenes these procedures may report their concern to the Vice President who will make a determination in relation to the investigation of the matter and if a breach is confirmed, will pursue action under relevant Institute policy. Where required by the Institute, a student is expected to remove, and cooperate with all attempts to remove any comment, post or other online content where the Institute forms the view that it is in breach of these procedures or any other Institute policy. A student who fails to act on such a requirement will be in breach of these procedures and this will result in disciplinary action and possible exclusion.

5. QUALITY ASSURANCE
To ensure that this procedure is fit for purpose and meet the requirements of the HES Threshold Standards the procedure will be:
5.1 internally approved by the Executive Management Team on development or review
5.2 externally reviewed as part of any independent review of the HES Threshold Standards approved by the Governing Board;
5.3 internally reviewed by the Responsible Officer every three years from the date of approval (if not earlier).
5.4 referenced to the applicable HES threshold Standard and/or other legislation/regulation.

6. FEEDBACK

Feedback or comments on this procedure is welcomed by Executive Management Team of the Institute or other delegated authority.

7. VERSION CONTROL

Version	Date approved	Description	Approved by
2.0	June 2018	Initial Issue	Executive Management Team
Related legislation/ regulation/standard	HES Threshold Standards 2015, Domain 7 ESOS Act 2000, National Code 2018, Standard 1		