

<p>Goulburn Ovens Institute of TAFE</p> <p>Policy no. POMA-02</p>	<p>Title: Social media policy for GOTAFE students Executive approved: 25/10/2016 <i>Reviewed: 11/01/2017</i></p> <p><i>Responsible Officer: Manager, Marketing and Creative Services</i> <i>Authorising Officer: Executive Manager, Strategy and Commercial Development</i> <i>Review: Biennial (30th September 2018)</i></p>
<p><i>Disclaimer: Printed hard copies of this document are uncontrolled. For the current version, please refer to Policy Central.</i></p>	

SOCIAL MEDIA POLICY FOR GOTAFE STUDENTS

1. PURPOSE

The purpose of this Policy is to assist students to understand the expectations of GOTAFE in their use of social media both in an official capacity on behalf of GOTAFE and in a personal capacity. Emphasis is placed on guiding principles of behaviour and a common sense approach to the use of social media.

2. SCOPE

This Policy applies to the use of social media by **students at GOTAFE**.

Access to all Social Media tools at GOTAFE is granted to all students who are registered on the ICT Network Active Directory, ie those who hold @student.gotafe.vic.edu.au email account.

3. DEFINITIONS

In this Policy, the following definitions apply:

Term	Definition
Social media users or users	Includes staff, students, contractors, agents, alumni and external members of GOTAFE bodies and committees. Alumni means a former student of GOTAFE.
Official Capacity	Refers to authorised use of social media as an official representative of GOTAFE.
Personal Use	Use of social media in a non-official capacity accessed via; GOTAFE equipment or its networks; or personal equipment or other networks, where the use of social media impacts on or affects: <ul style="list-style-type: none"> • the interests or reputation of GOTAFE; • the legal responsibilities of GOTAFE; and/or, • the rights of other members of the GOTAFE community or GOTAFE stakeholders; and • the responsibility of users with regards to the relevant codes of conduct.

Term	Definition
Social Media	<p>Social media tools are defined in this policy as all online media which allows user participation and interaction including (but not limited to):</p> <ul style="list-style-type: none"> • Social networking sites eg: Facebook, LinkedIn • Video and photo sharing website eg: YouTube, Flickr, Instagram, Pinterest • ePortfolios, eg Mahara • Blogs and blogging platforms, including corporate blogs, personal blogs or blogs hosted by traditional media publications • Micro-blogging and activity stream sites eg: Twitter • Forums and discussion boards eg: Google groups, Moodle forums • Online encyclopaedia and Wikis eg: Wikipedia • Vod and podcasting • Videoconferencing and webinars • Instant messaging, Moodle messaging and email • Virtual communities • Any other websites that allow individual users or companies to post comments to the web

4. POLICY

The aim of this Policy is to ensure:

- GOTAFE students can safely access social media at GOTAFE premises;
- the use of social media is consistent with GOTAFE policies and procedures;
- the use of social media follows the Social media guiding principles of behaviour at GOTAFE;
- GOTAFE's reputation and that of its staff and students is enhanced and not compromised through the use of social media;
- the views and rights of individuals are respected; and
- GOTAFE's legal obligations are not compromised through the use of social media.

Students are expected at all times to adhere to GOTAFE policies and procedures where their personal use of social media overlaps with the interests of GOTAFE or members of its community.

Students are encouraged to engage with GOTAFE's official social media channels in a respectful and professional manner, following the Social media guiding principles of behaviour at GOTAFE.

Students are expected to immediately report any online behaviours of concern to their teachers, and are advised not to engage in actions that could escalate the situation.

Students are not permitted to comment or act on behalf of GOTAFE unless explicitly authorised to do so by the Marketing and Creative Services Department.

GOTAFE reserves the right to edit, delete, reject or remove content which breaches this Policy or any GOTAFE policies or procedures.

Use of Social Media is subject to monitoring for adherence to legislation, security and/or network management reasons.

Students must comply with the *Student Code of Conduct Procedure*.

Student Code of Conduct

A student who does not comply with the expectations of GOTAFE as set out in the Social Media Policy, Procedure and Guidelines may face disciplinary action under *Student Code of Conduct Procedure*, more serious cases could result in exclusion from GOTAFE.

Any person concerned that the conduct of a student using social media contravenes this Procedure and Guidelines must report their concern to the Marketing and Creative Service Department, preferably via email to: marketing@gotafe.vic.edu.au. Reports will be reviewed to determine whether the matter requires investigation or action under the appropriate student conduct rules (as per the definition above) and/or a response on behalf of GOTAFE. Reported concerns may be appropriately dealt with under GOTAFE rules for an alleged breach of student conduct or any other GOTAFE policy.

Where required, a student is expected to cooperate with requests to delete or remove any comment, post or other online content that is deemed in breach of the Social Media policy or any other GOTAFE student policy. A student who fails to comply with such a request will be in breach of the policy and the breach may be referred for further action.

5. DOCUMENTATION

- [Social media guiding principles of behaviour at GOTAFE \[ODMA-06\]](#)
- [Student Code of Conduct Procedure \[E6-P27\]](#)