

Social Media Policy

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Responsible Officer:	Director Communications & Engagement	Current Version:	06/09/2021
Authorised Officer:	Chief Executive Officer	Review date:	Bi-annual 05/09/2023

Purpose

The purpose of this policy is to provide guidance and clarity to GOTAFE staff, students, Board members and associates of their obligations and the expectations of GOTAFE in the use of social media platforms.

Roles and Responsibilities

This policy applies to the official and personal use of all social media; including use through employment, study, association with GOTAFE, or in a personal capacity. It applies to all GOTAFE staff, student, Board member and associated social media users including contractors, subcontractors, consultants, volunteers, committee members, student organisations and societies, adjuncts, honouraries, alumni, graduates or any other person who may be identified as having an association with GOTAFE.

This policy provides clarification on existing obligations under the Code of Conduct for Victorian Public Sector Employees and the GOTAFE Code of Conduct, and should be read in conjunction with other GOTAFE policies and procedures, including the Employee Code of Conduct and Student Code of Conduct.

Definitions

In this Policy, the following definitions apply:

Social media users or Users

Includes staff, students, Board members and all associates including contractors, subcontractors, consultants, volunteers, committee members, student organisations and societies, adjuncts, honouraries, alumni, graduates or any other person who may be identified as having an association with GOTAFE.

Official use

Using social media tools when acting as an official representative of GOTAFE.

Personal use

Using social media tools in a private capacity.

Social media tools

- All online media which allows user participation and interaction including (but not limited to):
- Social networking sites e.g. Facebook, LinkedIn, MySpace
- Video and photo sharing website e.g. YouTube, Flickr, Instagram, Pinterest, Snap Chat, TikTok

- ePortfolios e.g., Mahara
- Blogs and blogging platforms, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Micro-blogging and activity stream sites e.g., Twitter
- Forums and discussion Boards e.g., Google groups, Whirlpool, Moodle forums
- Online encyclopedia and Wikis e.g., Wikipedia
- Vodcasting 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
- All other emerging electronic/digital communication applications

Principles

The following five principles apply to the use of social media tools for GOTAFE staff, students, Board members and associates:

1. Equity and Diversity - Show respect for human dignity and adhere to GOTAFE's Values
2. Public Trust - Do not use social media to bring GOTAFE, staff, students or associates into disrepute;
3. Making Public Comment - Do not imply GOTAFE endorsement of personal views;
4. Privacy and Confidentiality - Ensure confidentiality of information obtained through the Institute is maintained; and
5. Work Resources - Do not use social media to the detriment of GOTAFE training and professional activities.

These principles reflect the Code of Conduct for Victorian Public Sector Employees (VPS Code of Conduct) and are informed by sections: 2.2 Remaining apolitical, 3.2 Using powers at work, 3.4 Official Information, 3.5 Public comment, 3.9 Public trust, 5.3 Work resources, 5.4 Open to scrutiny, 6.1 Fair and objective treatment, 6.2 Privacy and confidentiality, 6.3 Maintaining confidentiality, and 6.4 Equity and Diversity.

Policy

GOTAFE acknowledges the use of social media by staff, students, Board members and associates and encourages its positive use for the purposes of providing information about GOTAFE, learning, engaging, connecting and collaborating. Social media has become a key tool for connecting and engaging GOTAFE's community and stakeholders.

It is the policy of GOTAFE that personal, training and professional use of social media by GOTAFE staff, students, Board members and associates must not:

- i. Bring GOTAFE into disrepute;
- ii. Compromise the effectiveness of the Institute;

- iii. Defame individuals or organisations;
- iv. Imply GOTAFE endorsement of personal views; or
- v. Disclose, without authorisation, confidential information.

Communication

Changes to the social media policy will be communicated at GOTAFE through the following measures:

- i. Notification via email to all staff (including Board Members and contractors) by the Chief Executive Officer advising of the new Policy and Procedure, and any subsequent updates to them; and
- ii. Notification via email to all students by the Chief Executive Officer advising of the new Policy and Procedure, and any subsequent updates to them; and
- iii. The Policy and Procedures will be made available on the Legal, Policies & Procedures page of the GOTAFE website to alert the GOTAFE community of the approved policy and any updates to the Policy; and
- iv. An awareness campaign with supporting materials (posters, intranet content, flyers etc) which will be displayed and circulated across all GOTAFE campuses.

Implementation

The implementation of the social media policy will be supported through the following measures:

- i. Staff and Board member induction training and student induction processes at the commencement of each calendar year.
- ii. Staff professional development and refresher social media training sessions run by the Communication and Engagement Team at least annually.

Responsibility

All staff, students, Board members and associates are personally responsible for any content they post on-line using social media sites or other electronic communications.

Managers and student educators are responsible for ensuring all relevant staff and students are informed of this policy.

Compliance

Breach of this policy will be dealt with in accordance with the GOTAFE Employee Code of Conduct and Student Code of Conduct policies and procedures and may lead to disciplinary action. Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with that law by GOTAFE or concerned third parties.

GOTAFE reserves the right to archive, screenshot, preserve, edit, delete, reject or remove content which breaches the policy or impedes on legislation, security, policies or procedures and/or network management reasons.

Documentation and regulation

Code of Conduct for Victorian Public Sector Employees
Copyright Act 1968 (Cth.)
Copyright Amendment (Digital Agenda) Act 2000 (Cth.)
Guidance for the use of social media in the Victorian public sector
Racial Discrimination Act 1975 (Cth.)
Social media guiding principles of behaviour at GOTAFE
Student Code of Conduct Procedure
Charter of Human Rights and Responsibilities Act 2006
Information Privacy Act 2000
Privacy and Data Protection Act 2014 (Vic)
Public Service Act 1999 (Cth.)
Spam Act 2003 (Cth.)
Equal Opportunity Act
GOTAFE Social Media Procedure – PRMA-185