



HIGHVIEW COLLEGE SOCIAL MEDIA AND NETWORKING POLICY

Person Responsible – IT Manager

Rationale

Social media and social network has become an integral part of society, but is an area where a number of issues and risks arise. Highview College requires employees, volunteers & Board members to take great care in order to act in the best interests of Highview College when participating in social media.

The purpose of this policy is to set out Highview College's expectations and requirements applying to the use of social media.

Application

This policy applies to all employees, volunteers & Board members required to perform functions on Highview College's premises.

Reference Points / Background Papers

Privacy Act 1988 (Cth); Copyright Act 1968 (Cth); Occupational Health and Safety Act 2004 (Vic); Privacy Policy; Information Technology Acceptable Use Policy; Discrimination and Harassment Policy; Performance Management, Misconduct and Disciplinary Action Policy.

Definitions

Social media includes social media networks (such as but not limited to Facebook, Google+, Twitter, LinkedIn and MySpace), video/photo sharing sites (such as Flickr, YouTube), chat rooms, video chat (such as Skype), online forums and discussion groups, wikis, blogs, micro-blogging tools (such as Tumblr), virtual social worlds, virtual game worlds and any other website that facilitates the:

- publishing of user generated content and opinion (such as traditional media);
- opportunity to connect with others online;
- creation and/or sharing of information and ideas; and
- development of relationships and networks.

Electronic communication and information resources includes, but is not limited to: internet, email, instant messaging, voicemail, fax, all Highview College-supplied computers and software, digital cameras, mobile phones, USB memory sticks and other storage devices.

Supervisor means an individual who has been delegated the authority to be responsible for another employee in respect of specified workplace matters and/or decisions.

Responsibilities Personal social media use

Staff members may also be held accountable for any social media use both within and outside the College, on College-owned or private equipment, where the College may be recognised and its name brought into disrepute.

Staff members are reminded that they should not have any expectation of privacy when it comes to content and information stored or posted in the social media environment. Even if staff members intend to keep the information private, it may unintentionally enter the public domain. For example, online content may inadvertently be viewed or accessed by other staff members, students or families of students.

When participating in social media use in a personal capacity, either at work or at home, where the staff member can be associated with the College in any way, the staff member must not:

- Contravene their contract of employment or engagement with the College, any Policy of the College or any legal obligations to the College;
- Use social media to represent the College or make any comment about the College;
- Post anything that is obscene, defamatory, threatening, bullying, discriminatory, hateful, abusive or unlawful;
- Disparage or speak adversely about the College, College business matters or activities, its staff or its students;
- Post anything that is contrary to the best interests of the College or which may damage the College's reputation;
- Use social media to communicate with current students of the College unless it is for education or teaching purposes and the staff member has the permission of the Principal in writing. For example, staff members must not add or accept a current student as a "friend" on Facebook. Staff members are advised to use professional discretion before accepting ex-students or parents of current students as "friends" or "followers" on social media;
- Post images that include College students on social media;
- Identify or discuss staff members of the College or post photographs that include staff members of the College, unless permission is first obtained from the staff member of the College;
- Use or disclose any confidential information of the College which is not otherwise publically available;
- Use the College's logo or create College branded accounts which could be interpreted as representing the College;
- Be disrespectful of the College, or other employees, contractors, volunteers or students of the College; or
- Use social media during work in a manner which detracts from their performance.

Consequences of Non-compliance with this Policy

Highview College emphasises the need to comply with the requirements of this policy. Any employees, volunteers and Board members found to not be complying with the requirements of

this policy may be subject to disciplinary action, up to and including termination of employment. Employees should refer to the Performance Management, Misconduct and Disciplinary Action Policy for further information. Serious cases may result in legal proceedings or referral to appropriate authorities.

Implications for practice

At Board / Principal Level

To properly implement this policy, Highview College, the Board and/or the Principal must ensure:

- that this policy is endorsed on an annual basis;
- that copies of this policy are made available to employees, volunteers and Board members, for example on the Highview College intranet, in physical form in the staff room and on employee bulletin notice boards;
- that this policy is incorporated into the Board's / Principal's record of current policies;
- that this policy is incorporated into Highview College's induction program, to ensure that all employees, volunteers and Board members are aware of the policy, have read and understood the policy, and acknowledge their commitment to comply with the policy;
- that periodic training and refresher sessions are administered to all employees, volunteers and Board members in relation to this policy.

At Other Levels

To properly implement this policy, all Highview College's employees, volunteers and Board members must ensure:

- that they will abide by this policy and assist Highview College in the implementation of this policy;
- that they notify a Deputy Principal if an employee becomes aware of a breach of this policy.

Policy designed by Daniel Smith - 2016