



CHRISTIAN HERITAGE COLLEGE

POLICY: Social Media and Online Behaviour

Policy Group(s): Group E: Information Technology (Ref: E0620)

Related Policy: Academic Freedom
Acceptable Use of Technology
Code of Conduct – Staff
Code of Conduct – Student
Bullying, Harassment and Sexual Misconduct

Commencement Date: June 2020

Scheduled Review Date: June 2021

POLICY STATEMENT

Intent:

This policy outlines Christian Heritage College's expectations of Staff, Students and Affiliates with respect to the publication or posting of content, opinion and other contributions on Social Media and online, particularly where there is an identifiable connection with the College (regardless of whether the posting is on an official CHC Social Media site or on an external site). The principles and expectations in this policy support staff, students and affiliates to make a meaningful and high-quality contribution to public debate on issues at a local, national and international level.

The expectations articulated in this policy do not detract from the College's commitment to intellectual or academic freedom as outlined in the College's Academic Freedom policy. This Policy also supports policies and procedures which explain the conduct expected of members of the College community when they are engaged in College-related activities such as the Codes of Conduct for Staff and Students.

Scope:

This policy applies to all College Staff, Affiliates and Students who:

- Create content and social media sites on behalf of CHC.
- Post content on social media platforms that are managed, owned or controlled by CHC.
- Act, or purport to act, as an authorised representative of the College via any Social Media platform.

- Use Social Media in a personal capacity and identify their connection with the College; or
- Where the use of Social Media may adversely impact or affect the College or members of the College community (including Staff, Students and Affiliates).

In social media networks, the lines between public and private, personal and professional can be blurred so Staff, Students and Affiliates must be aware that what is intended to be said in a personal capacity may be linked or associated with the College.

Restrictions: Nil.

Exclusions:

This Policy does not apply to:

- The use of Social Media by a member of the College Community where there is no identifiable connection with the University, its Staff, Students or Affiliates; or
- Communications which are made in a private and personal capacity, unrelated to College business, College affiliations or College activities, and which do not use CHC's ICT and network infrastructure.

There may be unrelated profiles, pages or accounts that have no clear connection with the College but may include comments about the College. The College is not able to directly influence these accounts, apart from conversations with site authors and platform owners. Examples include online communities that informally discuss higher education issues or study experiences.

Objectives:

The College:

- Encourages and supports the ideal of the 'engaged academic', 'engaged student' or 'engaged affiliate' who, via Social Media and public commentary, are participating in the sharing of information, opinions and ideas that showcase the College's research and scholarly expertise and the delivery of learning and support services, or otherwise contribute to public discourse.
- Expects that the same high standards of communication, behaviour and conduct are observed and complied with online as those standards that are expected personally in the workplace and/or in the study environment.
- Recognises the power of Social Media to communicate beyond traditional audiences and provide flexible teaching and learning opportunities.
- Sees the potential to enable Staff, Students and Affiliates to engage utilising a platform of equity.
- Understands Social Media provides succinct communication options across multiple platforms.

Staff, Students and Affiliates must be mindful of the speed and reach of content posted on social media. Comments posted online are available immediately to a wide audience.

Policy Provisions:

1. General

- 1.1. Staff are to identify themselves using their College title when engaging on Social Media in an official capacity.
- 1.2. All Official CHC Social Media sites are to comply with the College's policies and procedures. Any official page needs to be developed in conjunction with the Marketing department and receive approval.
- 1.3. Any accounts, pages or platforms existing without prior authorisation as required will be subject to review when discovered and may be amended or removed. Unofficial CHC related Social Media presences (e.g. student clubs and student administered study groups) not managed or approved by the College must not use the CHC logo, purport to represent the College, breach the social media platform terms of service, or breach the relevant Code of Conduct.
- 1.4. Staff will communicate in a professional manner and otherwise comply with the Code of Conduct when they are using Social Media in their official capacity or are otherwise associating themselves with the College.
- 1.5. Individual Staff are only to offer advice, support or comment on topics that fall within their area of responsibility and/or academic or professional expertise, and to not misrepresent their expertise.
- 1.6. Staff, Students and Affiliates are to act in good faith and to uphold the good reputation of the College when initiating or responding to Social Media.
- 1.7. Staff, Students and Affiliates will not disclose confidential information or information that may bring the College into disrepute when online.
- 1.8. Staff, Students and Affiliates are to respect the privacy of others and at all times to comply with the College's Privacy Policy, related legislation and subordinate legislation.
- 1.9. Staff, Students and Affiliates are to respect copyright and not post, or seek to post, content that includes material that is not their original work or that in any way infringes copyright or the intellectual property of another person (including the College) without proper attribution and/or acknowledgment of that work. This may include photographs, videos or slide presentations.
- 1.10. At all times while engaged in Social Media, Staff, Students and Affiliates will act in accordance with the College's Staff and Student Codes of Conduct (as appropriate), the Bullying, Discrimination,

Harassment and Sexual Misconduct Policy and Procedures, and other applicable policies, procedures and charters of the College.

- 1.11. Staff, Students and Affiliates' Social Media use in connection with CHC must not breach privacy, copyright, human rights and anti-discrimination laws, or any other laws. Interactions on CHC's Social Media are not to include content that is illegal, harassing, hateful, or racist including but not limited to:
 - 1.11.1. Unlawful, including breaches of federal or state legislation.
 - 1.11.2. Copyright material that is not obtained and/or used under an applicable licence or permission from the copyright owner.
 - 1.11.3. Sexually explicit or pornographic.
 - 1.11.4. Violent, as judged against accepted community standards for material on public display in a workplace or learning environment.
 - 1.11.5. Defamatory, harassing or abusive, including personal observations using unacceptable or offensive language.
 - 1.11.6. Spreading or inciting hatred.
 - 1.11.7. Offensive, as judged against accepted community standards for material on public display in a workplace or learning environment.
 - 1.11.8. Another person's personal information (including phone numbers and email addresses).
- 1.12. Staff, Students and Affiliates may also have a duty of care to maintain the standards of their professional discipline when using online Social Media, for example, when undertaking professional practice/placements. Any inappropriate use of Social Media may have reporting or registration ramifications under a discipline-specific code of ethics or professional conduct requirements (such as the Queensland College of Teachers).
- 1.13. The College monitors its Official Social Media sites and may determine, in its absolute discretion, to remove (without notice) any content including comments, photos, videos or other content that is considered inappropriate.
- 1.14. The University will examine postings on external Social Media sites of which it becomes aware, that threaten or incite harm to its Staff, Students and Affiliates, or facilities, or any postings that threaten the College's reputation, particularly when the posting is false or misleading. The College will take action to the extent possible where it considers a posting breaches this or any other Policy.

2. Reporting and Complaints regarding the use of social media and online behaviour

- 2.1. Any person can report content they believe is inappropriate to the site Administrator or, where relevant, the Moderator of the specific Social Media website, online platform or online application on which the content appears.
- 2.2. Any person can also report serious cyber-bullying or stalking behaviour to the Australian Cybercrime Online Reporting Network (ACORN).
- 2.3. Any reporting or complaint regarding the moderation of a CHC Official Social Media site needs to be addressed at first instance with the site's moderator.
- 2.4. Any complaint regarding use of Social Media will be managed through the processes identified in the Staff or Student Code of Conduct; the Bullying, Discrimination, Harassment and Sexual Misconduct Policy; or the Privacy Policy – whichever is most relevant to the nature of the report or complaint.

RELEVANT COMMONWEALTH/STATE LEGISLATION

Commonwealth Legislation

Age Discrimination Act 2004

Disability Discrimination Act 1992

Racial Discrimination Act 1975

Sex Discrimination Act 1984

Copyright Act 1968

Telecommunications Act 1997

Queensland State Legislation

Information Privacy Act 2009

Anti-Discrimination Act 1991

Criminal Law Amendment Act 1993

Disability Services Act 2006

Industrial Relations Act 2016

Work Health and Safety Act 2011

Workers Compensation and Rehabilitation Act 2003

WHO SHOULD KNOW THIS POLICY?

All staff, students and affiliates of the College.

DEFINITIONS

Affiliates

An Affiliate is a person (other than a Staff member or Student) who is affiliated with CHC by letter of appointment or invitation to work, or research or study at the College for a particular activity and for a prescribed timeframe and who is bound to comply with the University's policies during that period.

Official Capacity

Use of Social Media as an official or authorised representative of the University in the conduct of teaching, research and engagement or other professional activity.

Official Social Media site

Any social media account or platform that uses the College's logo and/or name and represents the College.

Personal Capacity

Use of social media in a capacity other than an Official Capacity.

Social Media

Are websites, online platforms, and online applications that are designed to allow information to be created, shared, discussed and disseminated. Social Media include the sites, tools, channels and platforms used to publish user-generated content (which can be the form of information or opinions) and promote social connections and conversations. Social Media may include but is not limited to:

- Social networking sites (eg: Facebook, LinkedIn, MySpace).
- Video and photo sharing website (eg: YouTube, Flickr).
- Blogs, including corporate blogs, personal blogs or blogs hosted by media publications.
- Micro-blogging sites (eg: Twitter).
- Forums and discussion boards (eg: Google groups, Whirlpool).
- Wikis and online collaboration tools (eg: Wikipedia).
- Vod and podcasting.
- Email and instant messaging.
- Virtual communities (eg: Second Life).
- Apps or applications (eg: SnapChat, WhatsApp, WeChat).
- Any other websites that allow individual users or organisations to post comments to the web.

ACRONYMS

CHC

Christian Heritage College.

ACCOUNTABILITY

Implementation: CEO & Vice President, Operations

Compliance: CEO/Vice President, Operations
Monitoring & Evaluations: CEO/Vice President, Operations
Development/Review: CEO/Vice President, Operations
Approval Authority: CEO
Interpretation & Advice: CEO/Vice President, Operations

APPROVAL – section maintained by the Registrar				
Reference No.	Approved	Date	Committee/Board	Resolution No. / Minute Ref.
	Approved	16/06/20	CEO	

REVISION HISTORY – section maintained by the Registrar				
Revision Reference No.	Approved/Rescinded	Date	Committee/Board	Resolution No. / Minute Ref.