



Social Media Policy

2021

Version 1.1

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1. Purpose

- 1.1. The purpose of this Policy is to provide all workers and students of the organisation with a consistent framework to manage appropriate use of social media as part of their work, studies and personal use.
- 1.2. This Policy is to be read in conjunction with the Code of Conduct and Student Conduct Rule.

2. Rationale

- 2.1. Due to the growing popularity and demand of social media both as a method of communication and as an educational tool, the organisation recognises the need to implement a framework to encourage and manage the use of social media so that workers and students:
 - 2.1.1. maintain appropriate boundaries between their work, study and their personal lives;
 - 2.1.2. are respectful in their online interactions and transactions;
 - 2.1.3. maintain appropriate privacy settings on the social media accounts they use;
 - 2.1.4. understand that if they engage in behaviour on social media that reflects seriously and adversely on another person or the reputation of the organisation it may lead to disciplinary action being taken against the worker or academic sanctions being imposed upon the student.

3. Definitions

| Term | Meaning |
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| Academic Sanction | Is a formal action taken against a Student for breaching this policy, up to and including being expelled from studying with the Organisation |
| Code of Conduct | Is the Brighton Pacific – Code of Conduct |
| Disciplinary Action | Is any formal action that can be taken against a Worker by the Organisation for breaching this policy, up to and including termination of employment or in the case of a contractor or consultant, termination of their contract with the Organisation |
| Organisation | Brighton Pacific Pty Ltd t/as Australia Institute of Business and Technology (AIBT) |
| Social Media | Refers broadly to any online media which allows for user participation, interaction or publishing. Commonly used social media tools include but are not limited to, Facebook, Instagram, Tiktok, Little Red Book, Line, YouTube, Twitter, forums and discussion boards and wikis |
| Students | Means all students enrolled to study with AIBT |
| Student Conduct Rules | Is the AIBT Student Conduct Rules |

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| Workers | Are all employees of the Organisation, whether permanent, temporary, part-time or casual, volunteers, placement students, interns, agents, contractors, consultants or anyone who works in any other capacity for the Organisation |
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4. Responsibility of workers

- 4.1. When using social media in any capacity or any language, as a worker, you are required to:
- 4.1.1. ensure that you adhere to and understand your obligations under the College’s Code of Conduct;
 - 4.1.2. ensure your communications and conduct do not interfere with your work performance or anyone else’s;
 - 4.1.3. ensure that your communications do not compromise you professionally or cause damage to relationships between you, other workers, students or the organisation;
 - 4.1.4. ensure that your communications are appropriate and respectful;
 - 4.1.5. understand the impacts of public visibility in relation to your media posts, competitors of the organisation;
 - 4.1.6. not make comments that you are not authorised by the organisation to make;
 - 4.1.7. not use or disclose any confidential information or personal information obtained in your capacity as a worker. This includes personal information or images of other workers, students or customers without their written consent;
 - 4.1.8. be aware that the College may observe content and information made available by workers through social media. Workers should use their best judgment in posting material that is neither inappropriate nor harmful to the College, its employees, or students.
 - 4.1.9. report any inappropriate communications of other workers or students immediately to your manager or Manager or the Head of Human Capital;
 - 4.1.10. comply with the legislative requirements in relation to:
 - bullying, discrimination and sexual harassment;
 - intellectual property and copyright;
 - information privacy; and
 - not using social media to menace or harass another, which may be a criminal offence.

5. Responsibility of students

- 5.1. When using social media in any capacity, or any language, as a student, you are required to:
- 5.1.1. ensure your communications and conduct do not interfere with your learning or anyone else’s learning;
 - 5.1.2. ensure that your communications do not compromise or cause damage to relationships between you, other students, workers or the organisation;
 - 5.1.3. ensure that your communications are appropriate and respectful;
 - 5.1.4. understand your obligations under the Student Conduct Rules;

- 5.1.5. understand the impacts of public visibility in relation to your media posts, competitors of the organisation;
- 5.1.6. not use or disclose any confidential information or personal information obtained in your capacity as a student. This includes personal information or images of other students or workers, without their written consent;
- 5.1.7. report any inappropriate communications of other students or workers immediately to your Trainer or Head of School;
- 5.1.8. comply with the legislative requirements in relation to:
 - bullying, discrimination and sexual harassment;
 - intellectual property and copyright;
 - information privacy; and
 - not using a phone or computer to menace or harass another, which may be a criminal offence.

6. Breach of this Policy

- 6.1. If you are alleged to have breached this Policy you will be provided with procedural fairness and natural justice, to respond to any allegation made against you.
- 6.2. If you are a worker and an allegation regarding a breach of this Policy is substantiated against you, you may be subject to disciplinary action.
- 6.3. If you are a student and an allegation regarding a breach of this Policy is substantiated against you, you may be subject to an academic sanction.
- 6.4. Where a student is subject to an academic sanction for breaching this Policy, they may appeal the decision by following the Complaint and Appeals policy and procedure located at <https://aibtglobal.edu.au/wp-content/uploads/2018/04/AIBTComplaints-and-Appeals-Policy.pdf>