

SOCIAL MEDIA POLICY

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POLICY PURPOSE

Social media allows for the easy sharing and re-purposing of information, expanding the tools for education and research training available to the Academy students. Social media has become an important tool for student engagement and learning.

The Academy embraces the use of social media by students to connect with the School, research, peers, clubs, and societies.

Given the public and external nature of social media, it is important that students who use social media understand the Academy’s expectations. Students should be aware that the same standards that apply for interacting within and outside the Academy community in real life also apply online. The same respect, courtesy and professionalism expected in real life interactions should be displayed online. Likewise, the consequences that apply to a breach of Academy rules by students apply to breaches of rules for online conduct.

These procedures set out the Academy expectations for the use of social media by students for educational purposes, and for personal use purposes where they can be identified as Academy students.

PROCEDURE

Rules for Use of Social Media

When using social media in the context of education or research, and when making identifiable personal use of social media, students must:

1	Only disclose and discuss information about Communicare Academy or its activities that is not confidential and is publicly available;
2	Take reasonable steps to ensure that content published is accurate and not misleading;
3	Ensure that the use, including content published, complies with all relevant rules of the Academy;
4	When making a statement on a matter of public interest, expressly state that the views expressed are those of the student and not those of Communicare Academy (unless they are officially authorised by the Academy);
5	Be respectful and courteous in communications;
6	Adhere to the Terms of Use of the relevant social media provider; and
7	Comply with the law, including laws about copyright, privacy, defamation, contempt of court, discrimination and harassment.
8	<p>Using images and video</p> <ul style="list-style-type: none"> In most cases, prior permission (i.e. a release) must be obtained to post, share or distribute images of individuals whose images are identifiable. Students should not post content that might be embarrassing to an individual or that could be construed as placing an individual in a negative or false light. Students should not post content that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used, without permission, for commercial purposes.

	<ul style="list-style-type: none"> Special care must always be taken when dealing with images of "special populations", e.g. minors, stringent legal requirements apply. Generally speaking, such images should never be used for social media posting or distribution.
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Specific Prohibitions

When using social media in the context of education or research training, and when making identifiable personal use of social media, students must not:

1	make any comment or post material that is, or might be construed to be, racial or sexual harassment, offensive, obscene (including pornography), defamatory, discriminatory towards any person, or inciting hate;
2	make any comment or post material that creates, or might be construed to create, a risk to the health or safety of a student, contractor, staff member or other person, including material that amounts to bullying, psychological or emotional violence, coercion, harassment, sexual harassment, aggressive or abusive comments or behaviour, and/or unreasonable demands or undue pressure;
3	make any comment or post material that infringes copyright, is fraudulent, breaches intellectual property rights, constitutes a contempt of court, constitutes stalking, breaches a court order, or is otherwise unlawful;
4	imply that they are authorised to speak as a representative of Communicare Academy, or give the impression that the views they express are those of the Academy (unless they are officially authorised by the Academy);
5	use the identity or likeness of another student, contractor, staff member or other stakeholder of the Academy;
6	use or disclose any Academy confidential information obtained as a student of the Academy;
7	sell, purchase or offer to write assignments or other assessable work, or to request help with such work. Furthermore, students are required to take steps to minimise opportunities for others to cheat by, for example, not saving work to a shared network drive that is accessible by others and not sharing work on social media sites;
8	make any comment or post material that might otherwise cause damage to Communicare Academy reputation or bring it into disrepute; and
9	use the Communicare logo without permission, or use the Communicare name in a manner that is likely to be misleading or bring the Communicare organisation into disrepute.

Breach

A student who does not comply with the expectations of Communicare Academy as set out in these Procedures may face disciplinary action under Student Behaviour Policy, which in serious cases can result in exclusion from the Academy.

Any person concerned that the conduct of a student using social media contravenes these Procedures may report their concern to the Principal, preferably via email to: principal@communicareacademy.org.au Reports will be reviewed to determine whether the matter requires investigation or action under the appropriate Academy rules (as per the definition above) and/or a response on behalf of Communicare Academy.

Reported concerns may be matters appropriately dealt with under the Academy rules for an alleged breach of student discipline, or the overarching Organisation's Policy and Procedures.

Where required by the Academy, a student is expected to remove, and cooperate with all attempts to remove, any comment, post or other online content where Communicare Academy forms the view that it is in breach of these Procedures or any other Academy rules. A student who fails to act on such a requirement will be in breach of these Procedures, and the breach may be referred to the appropriate Academy process for further action.

ADDITIONAL SUPPORTIVE MATERIAL

Definition of terms

Identifiable personal use: Use of social media where the user can be identified as a Communicare Academy student. The identification may be through means such as the student's social media name, character, profile or comments.

Rules: Requirements applicable to a student of Communicare Academy set out in statute, regulation, policy or procedure or as otherwise reasonably directed by the Academy or one of its staff members.

What is Social Media

Social media is online media designed to allow information to be shared, disseminated and created using highly accessible and scalable publishing techniques. Social media services include, but are not limited to:

- social and professional networking sites (e.g. Facebook, LinkedIn, MySpace, Bebo, Yammer), including official and unofficial pages on social and professional networking sites that are set up by individuals, groups, clubs and societies
- geo-spatial tagging sites (e.g. FourSquare)
- blogs, including corporate blogs and personal blogs
- micro-blogging sites (e.g. Twitter)
- video and photo sharing sites (e.g. Flickr, YouTube)
- blogs hosted by media outlets (e.g. 'comments' or 'your say' feature on theage.com.au)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- vodcasting and podcasting sites
- online multiplayer gaming platforms (e.g. World of Warcraft, Second Life)
- instant messaging (including SMS)

These Procedures cover future social media systems, and access to social media by any means, including via computer, tablet, mobile phone, handheld or wearable device.

Use of Social Media

Social Media provided by the Academy: Conditions of Use

Communicare Academy provides students with access to Academy Information and Communication Technology (ICT) facilities and connections, including Academy social media services provided by external social media service providers engaged by the Academy. Social media services provided by the **Academy** include (but are not limited to) Communicare Academy

sites or services on Google Plus, YouTube, Facebook and Twitter. The Academy provides this to assist and support its teaching, learning, research and administrative activities.

Social Media in Education and Research

Students are using social media in their learning and research do so with the encouragement of Academy teaching staff, to experience new technology in innovative ways to enhance student learning and engagement. Any such use must also comply with these procedures and with those named in the foregoing section.

Personal Use of Social Media

Personal use of social media by a student, in a way that does not associate the user with Communicare Academy and is therefore not "identifiable personal use" as defined above, is not covered by these Procedures.

However, the Academy will respond where a student makes identifiable personal use of social media that has the potential to impact on the Academy's reputation and other interests, directly or indirectly.

Accordingly, students who engage in "identifiable personal use" on **any** social media are required to be aware of, and comply with, these Procedures.

Sexting

"Sexting" or sending "sex messages" is where nude, sexual or indecent images are taken on a mobile phone or computer, often by young people and their friends.

Sexting is a crime if the image includes a person who is or appears to be under 18. It can be a type of child pornography and is a serious criminal offence.

It is also an offence to:

- transmit the image
- store the image on your computer or phone.

Sexting and young people

Sexting is leading to young people being charged by police with child pornography offences. Think carefully about what can happen if you take or send pictures of your friends on your mobile phone, especially if they are not fully dressed, even if they agree. You could be charged by police for committing a criminal offence.

It may seem like harmless fun, but be careful – if you send sexual images electronically or agree to other people taking them of you, they can become part of your 'digital footprint', which may last forever. It could damage your future career prospects or relationships.

Publishing or transmitting child pornography

You could be charged with publishing or transmitting child pornography if you:

- put a pornographic or indecent photo or video of someone under 18 on the internet or your phone
- print or save a pornographic or indecent photo or video of someone under 18
- email or text pornographic photo or video of someone under 18 to a friend

- stream or publish footage of sexual activity involving someone under 18.

These behaviours are pornography crimes even if the sexual activity is otherwise legal. You could be charged even if you are the same age or younger than the person in the picture or video.

Producing child pornography

You could be charged with producing child pornography if you take:

- a nude or semi-nude picture of a person under 18, even if they are your friend and agree to the picture being taken
- photos or video of a person under 18 involved in sexual activity or posing in an indecent sexual manner (or who looks like they are)

You could be charged even if you are in a legal sexual relationship with that person.