

Social Media Policy

1. Purpose

The purpose of this policy is to define social media and identify social media behaviour that is or is not acceptable.

This policy is intended to amplify and expand upon the principles contained within the Staff Code of Conduct Policy, the MIT Employee Manual, the Student Charter and the Student General Misconduct Policy and Procedure.

2. Scope

This policy applies to all Institute staff and students.

3. Definitions

Term	Definition
Academic Registrar	is the person holding the position of Group General Manager within the Institute.
Computer system	includes any computer, computer network, telephone, internet, intranet, email service or other electronic communications device or service owned by the Institute.
Social media	<p>Social media includes, although is not limited to:</p> <ul style="list-style-type: none"> • social networking sites, for example Facebook, LinkedIn, Yammer • video and photo sharing websites, for example Flickr, Instagram, YouTube • blogs, including corporate blogs and personal blogs, for example SharePoint • blogs hosted by media outlets, for example comments or 'your say' feature • micro-blogging, for example Twitter • wikis and online collaborations, for example Wikipedia • forums, discussion boards and groups, for example Google groups, Whirlpool • VOD and podcasting, for example SoundCloud • online multiplayer gaming platforms, for example World of Warcraft, Second Life • instant messaging, including SMS • geo-spatial tagging, Foursquare, Facebook check-in.

Warning: uncontrolled when printed.

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4. Policy Statement

4.1. Social media websites are public forums, and irrespective of the forum, anyone who posts material online should assume that at some point their identity and the nature of their employment or association with the Institute will be revealed.

Regardless of whether you can be identified you must:

- act with integrity;
- never reveal confidential information;
- be respectful.

4.2. Staff and students are urged to use social media responsibly. Staff and students may make comment as an individual provided it is not related to the Institute. Where staff and students of the Institute publish, post or release material on social media, it is at the individuals' sole responsibility.

4.3. Staff and students may not publish, post or release social media comment that is related to the Institute, unless it has been specifically authorised by the Academic Registrar. Such comment is restricted to factual information and must not contain confidential information.

4.4. The Institute's computer systems are to be used for learning, teaching, research, administration and other Institute business purposes only.

4.5. Staff should not access social media at work for personal reason/s as it can affect productivity, service, other colleagues and their work. Staff may only use social media to communicate with students and prospective students for official, promotional and marketing purposes, or for authorised teaching purposes, with such communication limited to professional student-teacher interactions. At all times a staff members' behaviour both in, and outside, the workplace must be in accordance with the MIT Staff Code of Conduct Policy, this includes outside of work hours. Failure to adhere to this policy may also be a breach of the MIT Staff Code of Conduct Policy, which may lead to action under relevant performance management or misconduct processes. Examples of breach of this policy:

- making derogatory and obscene posts about a manager/colleague and/or workplace on Facebook;
- tweeting derogatory comments about students from their personal Twitter account;
- sending private messages to colleagues on Yammer to share racist or sexist jokes;
- disclosing non-publicly available information about delays in marking on a public forum;
- using Instagram to post inappropriate photos from a work event;
- using social media to communicate with students (unless authorised to do so).

4.6. Unauthorised, inappropriate or illegal social media posts either operating under the Institute name or related to the Institute must be reported to the Academic Registrar without delay.

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5. The Institute encourages its students and staff to use social media and networking with care. When you share things online you may be sharing with people you do not know or trust. As you cannot control a message, photo or video once it has been shared the Institute encourages safe social networking by:

- limiting your friends list;
- protecting your privacy;
- not sharing your personal details;
- being careful who you trust;
- thinking before you post.

6. Breach of Policy

6.1. Any breach of this policy will result in disciplinary action. Staff may be terminated for a breach of this policy where the social media use:

- is likely to cause serious damage to the relationship between the staff member and the Institute;
- damages the Institute's interests, or
- is incompatible with the staff member's duties as an employee of the Institute.

6.2. Any breach of this policy by students will result in disciplinary action and possible exclusion.

6.3. Individuals may also expose themselves to legal action for social media defamation with potential for damages claims.

7. Responsibilities

7.1. The Institute-

The Institute reserves the right to audit and monitor the use of the Institute's computer systems, maintains records of use and take appropriate actions if misuse of resources is identified.

7.2. Staff and Students-

Staff and students should be aware that the Institute may observe content and information made available by staff and students through social media. All individuals should use their best judgment in posting material that is neither inappropriate nor harmful to the Institute, its staff, students or the MIT community.

8. Implementation and communication

This procedure will be implemented and communicated through the Institute via:

- Announcement on the Institute's webpage;
- Internal circulation to staff;
- Staff professional development;
- Student orientation programs;
- Student handbook.

Supporting documents and References

Office of the eSafety Commissioner

Institute documents:

MIT Policies and Procedures

MIT Employee Manual

MIT Staff Code of Conduct Policy

Student Charter

Student General Misconduct Policy and Procedure