

# Social Media Policy

## 1. Purpose

The Melbourne Institute of Technology acknowledges the importance of social media for both staff and students. We expect all members of the MIT community to engage on social media with civility and respect for one another. Social media platforms must not be used to insult, harass, or harm anyone, nor to damage MIT's reputation.

The purpose of this policy is to outline the appropriate use of social media platforms and defining the rights and responsibilities of MIT staff and students.

This policy is intended to complement and enhance the principles outlined in 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 a variety of platforms, including:</p> <ul style="list-style-type: none"> <li>• social networking sites, for example, Facebook, Instagram, X, LinkedIn</li> <li>• video and photo sharing websites, for example, Flickr, Instagram, YouTube, TikTok</li> <li>• blogs, including corporate blogs and personal blogs</li> <li>• micro-blogging, for example, X</li> <li>• wikis and online collaborations, for example, Wikipedia</li> <li>• forums, discussion boards and groups, for example, Google groups, Whirlpool, Reddit</li> <li>• VOD and podcasting, for example, SoundCloud</li> <li>• online multiplayer gaming platforms, for example, World of Warcraft, Second Life</li> <li>• instant messaging, including SMS</li> <li>• geospatial tagging, Foursquare, Facebook check-in.</li> </ul>

Warning: uncontrolled when printed.

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Reviewed and Approved by Executive Management Committee (EMC)

Endorsed by the Board of Directors (BOD)

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Page 1 of 3

## 4. Policy Statement

- 4.1. Social media websites are public platforms, and anyone who posts content online should assume that their identity and the nature of their employment or association with the Institute will be identified. Regardless of whether you can be personally identified, you are expected to:
- act with integrity
  - be respectful
  - think before you post
  - protect your privacy
- 4.2. Staff and students are urged to use social media responsibly. Staff and students may comment individually, provided it is not related to the Institute. Where staff and students at the Institute publish, post or release material on social media, it is the individuals' sole responsibility.
- 4.3. Staff and students may not publish, post or release social media comments that are related to the Institute unless the Academic Registrar has specifically authorised it. Such comment is restricted to factual information and must not contain confidential information.
- 4.4. The Institute's computer systems are to be used only for learning, teaching, research, administration, and other business purposes.
- 4.5. Staff should avoid using social media for personal reasons during work hours, as it can affect productivity, disrupt services, and affect colleagues and their work. However, staff may use social media to engage with students and prospective students for student services, promotions, marketing or approved teaching activities, ensuring that all interactions remain professional.
- 4.6. Staff conduct must be in accordance with the MIT Staff Code of Conduct Policy. Failure to adhere to this policy may lead to action under relevant performance management or misconduct processes. Examples of breaches of this policy include:
- making derogatory and obscene posts about a manager/colleague and/or workplace on Facebook or other social media platforms;
  - tweeting derogatory comments about students from their personal X accounts;
  - sending private messages to colleagues on Teams 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).

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

- Conflicts with the duties of the staff member as an employee of the Institute.
- 4.7. Any breach of this policy by students will result in disciplinary action and possible exclusion.
- 4.8. Individuals may also expose themselves to legal action for social media defamation with potential for damages claims.
- 4.9. 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.

## 5. Responsibilities

### 5.1. The Institute-

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

### 5.2. 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.

## 6. 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