

## AD003 Social Media Policy

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<b>Government Legislation</b>	Standards for Registered Training Organisations (RTOs) 2015 Higher Education Threshold Standards Framework (Threshold Standards) 2015 Higher Education Support Act 2003
<b>Responsible Officer</b>	CEO

### 1. Purpose

- 1.1. This policy aims to provide the Ikon community with a guide to the appropriate use of social media.
- 1.2. The policy will also provide clear guidance for users on what to expect, and what will not be tolerated on Ikon's associated social media accounts.

### 2. Scope

This policy applies to all members of the Ikon Institute Community, which includes:

- all Ikon employees – including casual, fixed term and specified task employees and contractors, employees on probation, part-time employees, managers, employers working from home as well as fulltime and ongoing employees;
- people providing services to Ikon on a contract basis;
- students, graduates, and others on work experience or undertaking voluntary work.

### 3. Related Forms

Student release forms

### 4. Related Policies

To be read in conjunction with the Glossary of Terms  
S005 Student Code of Conduct and Misconduct Policy

## 5. Principles

- 5.1 The Ikon Institute embraces the use of social media by staff, students, and associates to connect with each other and a broader community of business partners, alumni, supporters, and colleagues as an important tool of academic, community, and business engagement.
- 5.2 We encourage open conversation, and ask you to respect our community members by following a few simple guidelines on the use of Ikon's social media sites:
  - a. Please be respectful of others and their opinions. Do not harass, abuse, threaten, or make personal attacks against others.
  - b. Any inappropriate, inflammatory, offensive, repetitive, or unlawful comments will be deleted.
  - c. Do not disclose any personal or sensitive information about yourself or others on these sites. Do not disclose any confidential information, or infringe the intellectual property rights, of others.
  - d. Ikon employees who use this site must ensure they comply with all obligations contained within relevant Ikon policies and obligations.
  - e. Do not spam Ikon by posting requests, offers, or appeals (or reposting those of others), or by posting anything else that could be considered spam.
  - f. Do not link to other Facebook pages, or to any non-government or off-topic pages. Ikon do not have the time to check the content of links, so any such links will be removed at our discretion.
  - g. Any comment which is deemed to not comply with these guidelines will be subject to deletion.
  - h. Repeated breaches of these guidelines will result in the perpetrator being banned from the page.
  - i. Opinions posted by users on Ikon's social media sites do not reflect those of the Ikon Institute of Australia.
- 5.3 Although Ikon takes care in providing the content for our social media sites, the information or data we provide on this sites is on an "as is, as available" basis. We do not guarantee that the information or data is accurate, complete, current, or that it is free from defects, malicious code (such as viruses) or from other contamination.
- 5.4 Use of our social media sites is at your own risk. Ikon does not accept any liability to you if you incur any loss or damage (however caused) in connection with the use of, or reliance upon, any content on our social media sites (or on any website that our sites may link to).
- 5.5 Ikon may not have any control over content contained on other websites. Should Ikon's social media sites link to any other site or follow any other account, this does not mean that Ikon endorse or approve of that site, its account, its operators, or any particular content on that site.

## 6. Privacy Collection Notice

- 6.1 Ikon views the privacy of personal information as a very important issue. Your name, profile name, location, comments, messages, and replies are collected by Ikon for the purposes of attending to your enquiries, maintaining records of correspondence, and for statistical purposes. We may use this information for coaching and development and quality control. No other personal information is collected by Ikon from social media sites.

- 6.2 Your personal information will generally not be given to any other person, or agency by Ikon, unless you have given us permission, or we are required or authorised to do so by law. In limited circumstances we may disclose personal information in the ordinary course of operating our business. Any such disclosures will be on a confidential basis. However, depending upon your own social media privacy setting, by participating in Ikon social media sites, note that you may be making your personal information accessible to people or to organisations that access social media sites, in Australia and overseas.
- 6.3 Please also refer to the appropriate social media sites for their privacy policy (eg Facebook), for how your personal information is stored, shared and protected. We recommend you regularly review and select appropriate privacy settings.

## 7. Roles and Responsibilities

### 7.1 Ikon Marketing Manager

The Ikon Institute Marketing Manager is responsible for content posted on Ikon social media accounts. Aspects of responsibility include:

- establishing the account;
- publishing content generated, produced, commissioned or acquired by Ikon;
- moderating user generated content posted on the account; and
- determining if, and when, the account is to be modified or closed.

### 7.2 Student Responsibilities

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

- a. only disclose and discuss information about the Ikon Institute or its activities that is not confidential and is publicly available;
- b. take reasonable steps to ensure that content published is accurate and not misleading;
- c. ensure that the use, including content published, complies with all relevant rules of Ikon;
- d. 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 Ikon (unless they are officially authorised by Ikon);
- e. be respectful and courteous in communications;
- f. adhere to the Terms of Use of the relevant social media provider; and
- g. comply with the law, including laws about copyright, privacy, defamation, contempt of court, discrimination and harassment.

## 8. Specific Prohibitions

- 8.1 When using social media in the context of education or research training, and when making identifiable personal use of social media, students must not:
- a. 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;
  - b. 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;
- c. make any comment or post any 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;
  - d. imply that they are authorised to speak as a representative of the Ikon Institute, or give the impression that the views they express are those of Ikon (unless they are officially authorised by Ikon);
  - e. use the identity or likeness of another student, contractor, Ikon employee or other stakeholder of Ikon;
  - f. use or disclose any Ikon confidential information obtained as a student of Ikon Institute;
  - g. 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;
  - h. make any comment or post material that might otherwise cause damage to Ikon's reputation or bring it into disrepute; and
  - i. use Ikon's logo or name without permission, in a manner that is likely to be misleading or bring Ikon into disrepute.

## 9. Using Images and Video

- 9.1 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.
- 9.2 Students should not post content that might cause someone to believe that their name, image, likeness or other identifying aspect of their identity is being used, without permission, for commercial purposes.
- 9.3 Special care must always be taken when dealing with images of "special populations" such as minors, patients, or research subjects. Stringent legal requirements apply. Generally speaking, such images should never be used for social media posting or distribution.

## 10. Breach

- 10.1 Any person concerned that the conduct of a student using social media contravenes this policy may report their concern to the Ikon Institute, preferably via email to [info@ikoninstitute.com.au](mailto:info@ikoninstitute.com.au) Reports will be reviewed to determine whether the matter requires investigation or action under the appropriate Ikon rules (as per definition above) and/or a response on behalf of Ikon.
- 10.2 Where required by Ikon, a student is expected to remove, and cooperate with all attempts to remove, any comment, post, or other online content where Ikon forms the view that it is in breach of these Policies or any other rules. A student who fails to act on such a requirement will be in breach of these Policies, and the breach may be referred to the appropriate process for further action.

## 11. Publication

- 11.1 This policy is to be published and provided to students, prospective students and staff on the Ikon Institute of Australia website [www.lkonInstitute.edu.au](http://www.lkonInstitute.edu.au) to ensure that all have access to up to date and accurate information.