

AFTT Social Media Code of Conduct

PURPOSE

To provide the AFTT community of students and AFTT Team Members with guidelines for the appropriate use of social media.

SCOPE

This policy sets out AFTT's expectations for the use of social media by the students and AFTT Team Members for educational and personal use purposes where they can be identified as the AFTT students.

The policy applies to all social media sites and covers all future social media systems and access to social media by any means including via computer, tablet, mobile phone, handheld or wearable device.

DEFINITIONS

Approved use is defined as team members and or students who are approved, in writing by the campus manager or CEO to use social media as part of their role or activities at AFTT.

Identifiable Personal Use is defined as the use of social media, other than **Approved use** where a student or team member can be identified as being enrolled at AFTT through means including but not limited to the person's social media name, character, profile or comments.

Social Media are online media designed to allow information to be shared, disseminated and created using highly accessible and scalable publishing techniques.

This policy applies to all social media including but not limited to:

- social networking sites: Facebook, Instagram, Google+, Foursquare, LinkedIn;
- any other official and unofficial pages on social and professional networking sites that are set up by individuals, groups, clubs and societies;
- video and photo sharing websites: YouTube;
- micro-blogging sites: Twitter and Tumblr;
- blogs: including corporate blogs, personal blogs or blogs hosted by traditional media publications;
- vodcasting and podcasting sites: including corporate podcasts and personal podcasts;
- forums and discussion boards: e.g. local discussion boards, Whirlpool, Yahoo! Google Groups;
- online multiplayer gaming platforms: e.g. Second Life;
- blogs hosted by media outlets (e.g. 'comments' or 'your say' feature on theage.com.au);
- sharing economy websites, such as Gumtree and Uber
- instant messaging including SMS, Skype, WeChat, Line and Kakao Talk. Post in this policy refers to any shared or created content put on social media. This could be a post on Facebook, a message in Skype or content created and edited on Wikipedia.

POLICY

- 1.1 AFTT recognises the importance of social media as a communication tool that is regularly used by its Team Members, and students to connect with each other and the broader community;
- 1.2 AFTT maintains that **Identifiable Personal Use** should be avoided as far as possible, however it is accepted that this is not always possible;
- 1.3 **Approved Use** by AFTT staff and students must consistent with the written authority;
- 1.4 Accordingly, and in recognition of the rapid growth and application of social media, AFTT has developed this policy to ensure that those who use these media as part of their professional role, in a personal capacity, study or association with AFTT do so consistent with AFTT guidelines for acceptable use;
- 1.5 The following five (5) principles apply to the use of social media (**Approved Use or Identifiable Personal Use**) for AFTT students and Team Members:
 - show respect for human dignity and adhere to AFTT mission and values;
 - do not use social media to bring AFTT, Team Members or students into disrepute;
 - do not imply AFTT endorsement of personal views;
 - ensure confidentiality of information obtained through AFTT is maintained; and
 - do not use social media to the detriment of AFTT academic and professional activities.'

<p>1.6 Personal, academic and professional use of social media by students and Team Members must not:</p> <ul style="list-style-type: none"> • bring AFTT into disrepute; • compromise the effectiveness of AFTT; • defame individuals or organisations; • imply AFTT endorsement of personal views; or • disclose without authorisation, confidential information. <p>1.7 When accessing internal social media networks, students and Team members must use the facilities of AFTT in an acceptable manner. This use should not interfere with the performance of their work or studies. In addition to this, when using social media at AFTT, students and Team Members must:</p> <ul style="list-style-type: none"> • be polite and respectful of the opinions of others at all times • be mindful that others may not share the same sense of humour • not access or engage with any material that is inappropriate or unlawful. This may include posts that are fraudulent, threatening, bullying, embarrassing, of a sexual nature, obscene, racist, sexist, defamatory or profane, whether obscured by symbols or not • not use AFTT resources to post explicit or sexually suggestive messages • not infringe another person's, or the Institute's, intellectual property rights <p>1.8 When using social media, it is not acceptable for students and Team Members at any time to:</p> <ul style="list-style-type: none"> • post comments or images that are obscene, offensive, threatening, harassing or discriminatory in relation to work, another student, Team Members or AFTT stakeholders; • post inappropriate images that reference or involve AFTT in some way; • engage in comments that breach anti-discrimination law; • use an AFTT email address, or anything else that connects the student or Team member to AFTT, when making public comment (Personal Identifiable Use); • use external social media tools for study related internal communications, this excludes corporate networks such as SharePoint and Skype. <p>1.9 Before deciding to post something, students and Team Members must be mindful that:</p> <ul style="list-style-type: none"> • comments posted online are available immediately to a wide audience; • material posted online effectively lasts forever and may be copied without limit; • others may view material posted online out of context or use it for an unintended purpose; • a site's security settings cannot be relied on to protect or keep material private; • anything posted can be traced back and used to identify the poster as a student; and • anonymity or a pseudonym cannot be relied on to protect against identification. <p>1.10 Where any use of social media constitutes a breach of any law, action may also be taken in accordance with that law by AFTT or concerned third parties;</p> <p>1.11 Where any use of social media is in breach of this policy disciplinary action can be taken by AFTT against both students and staff members;</p> <p>1.12 The complaints and appeals policy of AFTT applies to this policy, in that students or team members may lodge both informal and formal complaints and also that students and team members may lodge appeals against any disciplinary action that may be taken under this policy.</p>	<p>POSITIONS RESPONSIBLE</p> <ul style="list-style-type: none"> • CEO; • Course Directors; • Campus Manager; • Head of Student Services and Admin.
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