

## SOCIAL MEDIA POLICY

### 1. Purpose

AFTRS supports and encourages constructive, open dialogue and the exchange of ideas between staff, students and contractors at all levels within the School, in Industry and beyond. One channel of communication is through participation in social media.

The purpose of this policy is to provide AFTRS staff, students and contractors with guidelines for the effective and appropriate use of social media as part of their role at the School (official use) and when engaging in personal use of social media technologies (unofficial use).

Due to the dynamic nature of social media and rapid advancements in technology development, this policy and guidelines will be updated regularly to reflect the changing needs and trends of social media use and application.

### 2. Scope

This policy applies to all use of social media (except for non-identifiable private use of social media, as defined below) by all staff, students and contractors of AFTRS.

This policy applies to all social media. Without limiting the scope of its application, social media is described under 5. Definitions below. This policy covers future social media systems, and access to social media by any means regardless of ownership.

For information about how official AFTRS social media channels are managed by the Marketing and Student Recruitment team, staff are advised to consult with the Manager, Digital Content & Communications. Further Staff Guidelines may be developed as required.

### 3. Policy Statement

AFTRS encourages the use of social media channels by staff, students and contractors to connect with each other, Industry and a broader community of researchers, business partners, alumni, supporters and colleagues as an important tool of academic, community, and Industry engagement, research and learning.

With the rapid growth and application of social media, AFTRS recognises the need to provide clear guidance about expectations when social media is used as part of employment, study or in association with the business of the School. In particular, this policy emphasises the expectations of a safe, inclusive, diverse and supportive working and learning environment as set out in the AFTRS Charter and both the staff and students' respective Codes of Conduct.

All staff, students and contractors at AFTRS can expect to be treated with respect and courtesy regardless of the channel used.

## ***Formal AFTRS Social Media Sites***

AFTRS uses social media to facilitate interaction between students, staff, Industry collaborators, prospective students, alumni, friends and supporters, and for direct education, research and business purposes.

There are a number of official AFTRS social media presences, including LinkedIn, Instagram and Facebook, which have restrictions on the creation and posting of content. These sites are managed by the Digital Content & Communications Manager.

Staff, students and contractors may engage with official AFTRS social media sites in compliance with these guidelines, and in keeping with the values and best interests of the School. Contributions must be topically related to the particular site or blog article and must be in line with the AFTRS Charter and respective Code of Conduct.

## **4. Guidelines**

### ***Show Respect***

In both work and study at AFTRS, all staff and students are encouraged to express their opinions and ideas. However, we remind you that you are expected to do this in a way that is appropriate, relevant to the topic being discussed, and is respectful.

AFTRS respects your right to have an opinion and we trust that you will respect the rights of your colleagues and peers to have and express their ideas and concerns. It is worth remembering that comments that would be deemed inappropriate in normal conversation are no different in the online or social media environment. As in normal conversation, it is always wise to pause and think about what you want to say before responding or commenting. Consider all of your posts and comments through the lens of the AFTRS Charter and the relevant Code of Conduct.

Comments that are, or could be considered, offensive, discriminatory, obscene, defamatory or illegal will be immediately removed (where possible) or you will be requested to remove such posts and/or comments. Posts and/or comments of this nature will then be followed up by the Head of Learning & Student Experience (in the case of students) or by the Director, People & Performance (in the case of staff or contractors). This applies where you have made a post/comment on your own personal social media account and there is a clear connection between yourself and AFTRS.

If a sensitive or negative issue is being discussed in a public or social media forum, responding can often inflame the issue by making individuals or lobby groups believe AFTRS is 'concerned' or 'upset' about their discussion, or that the School is likely to change a decision. Staff, students and contractors should

always hesitate before engaging in any such posts. If in doubt, please speak to the Digital Content & Communications Manager.

## ***Respect Copyright, Intellectual Property and Privacy***

Please do not post content that includes material that is not your own work without proper reference or acknowledgement of that work and the source.

Please note that you may not post or tag images of individuals or of their work in open or closed groups that relate to AFTRS and its staff and/or students unless they have given you permission to do so.

## ***Personal Responsibility***

Remember that what you write is ultimately your responsibility. While AFTRS respects the right of its staff and students to participate in social media, you will be held accountable for anything you publish (on official and unofficial social media sites) that breaches AFTRS policies.

## ***Staff: Official vs Unofficial Use***

Official use constitutes the use of social media when done so under the banner of AFTRS, for the purposes of your role, whether this is through AFTRS supported technology, in an AFTRS web-supported environment or through an external vendor/ external site. Please refrain from making statements that could be perceived as advocating or criticising government policies.

Unofficial use constitutes the personal use of social media outside the realms of AFTRS and not for the purpose of your role. In these cases, however, it is important to note that if you represent yourself as a representative of AFTRS and/or discuss matters relating to AFTRS in the public space, this can have a significant impact on the reputation of the School and/or our partners, and you may be held accountable for any comments that breach AFTRS policies and procedures, in particular, the AFTRS Charter and the Code of Conduct.

In circumstances where you are publishing content on an AFTRS-related topic to your own social media pages such as Twitter or Facebook and followers are aware you are an AFTRS representative, it is important that you use a standard disclaimer such as 'The postings on this site are my own opinions and views and do not necessarily represent the views or opinions of AFTRS'.

Please also ensure that your personal posts or comments do not reveal confidential information or information that is not freely available about AFTRS including, but not limited to, aspects of AFTRS policy, details of internal AFTRS discussion, or AFTRS personnel.

## **Staff: Connecting with Students via Social Media**

AFTRS recognises that social media plays an increasing part in how we communicate and share ideas today. In order to manage real or perceived conflicts of interest, please only engage with current students via social media platforms on a professional basis.

It is preferred that you connect professionally with students through professional social media platforms such as LinkedIn, however AFTRS also notes the increasing role Facebook has in professional connections with pages such as the AFTRS Noticeboard, I NEED CREW and Film & TV Networking becoming increasingly popular ways to connect.

Where a student has requested to connect with you via traditionally personal social media platforms such as Facebook and Instagram, please take a moment to consider whether your page or timeline contains anything that you would not want the general staff and student population to know about and whether it contains any content that could be considered contrary to the AFTRS Charter or the Code of Conduct.

It is advised that you do not provide personal information that can put you at risk.

Please also take a moment to consider whether you would be happy for your entire student cohort to connect with you on a personal platform. If the answer is no, then it is best to use professional connection platforms like LinkedIn to ensure there is no real or perceived conflict of interest.

## **5. Definitions**

**“Non-identifiable private use of social media”** is use of social media in a way that does not associate the user with AFTRS and/or does not have an impact on AFTRS.

**“Official Use”** constitutes the use of social media when done so under the banner of AFTRS, for the purposes of your role, whether this is through AFTRS supported technology, in an AFTRS web supported environment or through an external vendor/ external site.

**“Social media”** are web-based technologies that enable users to create, share, build networks and discuss content in virtual communities and networks.

**“Unofficial Use”** constitutes the personal use of social media outside the realms of AFTRS and not for the purpose of your role.

## 6. Complaints and Reporting Issues (Misconduct and Grievance Procedures)

Staff and students are expected to comply with AFTRS policies and refrain from engaging in any discriminatory or harassing behaviour. Discrimination and harassment will not be tolerated.

Staff and/or students who see a post that they consider to be in breach of the Code of Conduct or the AFTRS Charter are encouraged to report this to the Digital Content & Communications Manager, Director of People & Performance and/or Head of Learning & Student Experience.

Staff members who believe they are being bullied, harassed or discriminated against via social media should raise their concerns with your manager, Divisional Director or the Director, People & Performance.

Students who believe they are being bullied, harassed or discriminated against via social media should raise their concerns with the Head of Learning & Student Experience.

In the first instance, where appropriate, students are encouraged to make use of the options for conciliation or mediation as part of the informal resolution process, before proceeding to lodge a formal grievance. Instances where this may be inappropriate include where there are threats of physical violence, which should be reported to AFTRS Security or the Police. Students are encouraged to contact the Student Centre and/or a Safe Conversation Officer for personal assistance and support if they are experiencing sexual harassment.

Any complaints will be investigated in a confidential manner. If found to have grounds, remedial or disciplinary action will be taken. In serious cases, this may involve expulsion or dismissal. Normal disciplinary procedures apply.

If a significant issue arises within social media, particularly one affecting or implicating AFTRS staff or students, the following steps will be taken:

1. Digital Content & Communications Manager, Director of People & Performance and/or Head of Learning & Student Experience will review and identify the level of issue, those discussing the issue, the forums used and the extent of the commentary along with any legal ramifications.
2. Digital Content & Communications Manager, Director of People & Performance and/or Head of Learning & Student Experience will follow the conversations to maintain a clear and current understanding of what is being discussed.
3. If appropriate, Executive Team briefed and assessment of commentary for accuracy / defamation / legal issues / organisational sensitivities.
4. Where staff are implicated, the Director, People & Performance will conduct an investigation. If found to have grounds, normal disciplinary procedures will apply.
5. Where students are implicated, the Head of Learning & Student Experience will conduct an investigation. If found to have grounds, normal disciplinary procedures will apply.

If directed by AFTRS, staff, students and contractors must remove, and co-operate with all attempts to remove, any comment, post or other online content that is deemed to be in breach of this policy or any other AFTRS policy and procedure.

## Authorisation and Distribution

<b>Authorisation</b>	AFTRS Executive
<b>Date</b>	16 December 2019
<b>Responsible Officer</b>	Director, People and Performance
<b>Contact Officer</b>	Director, People and Performance (staff) Head of Learning and Student Experience (students) Digital Content and Communications Manager (general enquiries)
<b>Effective Date</b>	16 December 2019
<b>Distribution</b>	Intranet and AFTRS website
<b>Review Date</b>	November 2021
<b>Current version</b>	<i>Social Media Policy v1.0</i> , 16 December 2019
<b>Supersedes</b>	Social Media, Online Engagement and Participation Policy, 17 May 2016
<b>Associated Documents</b>	ICT Acceptable Use Policy AFTRS Student Rules, Policies and Procedures AFTRS Enterprise Agreement 2017 Workplace Bullying and Harassment Policy 2017 Diversity and Inclusion Policy 2018 Grievance Procedures Misconduct Procedures Code of Conduct (Staff) Code of Conduct (Students)