



Social Media Policy

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Responsible Officer	Marketing Manager

1. Purpose

This policy aims to provide the IKON community with a guide to the appropriate use of social media.

The policy will also provide clear guidance for users on what to expect and what will not be tolerated on the Facebook Pages and in the Twitter community.

2. Scope

This policy applies to all IKON workplace participants, which includes:

- all IKON employees – including casual, fixed term and specified task employees and contractors, employees on probation, part-time employees, managers, employees 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. Definitions

Identifiable personal use: Use of social media where the user can be identified as an IKON Institute student or staff member. The identification may be through means such as the person's social media name, character, profile or comments.

Policies and Procedures: Requirements applicable to a student of the IKON set out in policy or procedures or as otherwise reasonably directed by IKON or one of its staff members.

Social media: this includes Facebook, Twitter, Flickr, YouTube, Pinterest and LinkedIn.

Student: any current or former student on the IKON Institute of Australia.

4. Principles

4.1 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.

4.2 We encourage open conversation and ask you to respect our community members by following a few simple guidelines on the use of IKON's Facebook site:

1. Please be respectful of other users and their opinions. Do not harass, abuse, threaten or make personal attacks against others.

2. Any inappropriate, inflammatory, offensive, repetitive, or unlawful comments will be deleted.

3. Do not disclose any personal or sensitive information about yourself or others on this page. And do not disclose any confidential information, or infringe the intellectual property rights, of others.

4. Employees, contractors or supplementary labour of IKON who use this site must ensure they comply with all obligations contained within our relevant policies and obligations.

5. Do not spam us by posting requests, offers or appeals (or reposting those of others), or by posting anything else that could be considered spam.

6. Do not link to other Facebook pages, or to any non-government or off-topic pages. We do not have the time to check the content of links, so any such links will be removed at our discretion.

7. Any comment which we deem not to comply with these guidelines will be subject to deletion. If you repeatedly breach these guidelines you will be banned from this page.

8. Opinions posted by users of this page do not reflect those of the IKON Institute of Australia.

4.3 Although IKON takes care in providing the content for our social media sites, the information or data we provide on these 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.

4.4 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 any website that our sites may link to).

4.5 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 we endorse or approve of that site, the account, its operators, or any particular content on that site.

4.6 Privacy collection notice

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 correspondences 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.

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 settings, 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.

Please also refer to the appropriate social media site's (eg Facebook) privacy policy for how your personal information is stored, shared and protected. We recommend you regularly review and select appropriate privacy settings.

5. Roles & Responsibilities]

5.1 IKON Marketing Manager

The IKON Institute Marketing Manager is responsible for content posted on official 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.

5.2 Rules for Use of Social Media – 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.

5.3 Specific Prohibitions

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 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 authorized by IKON);
 - e) use the identity or likeness of another student, contractor, staff member or other stakeholder of IKON;
 - f) use or disclose any IKON confidential information obtained as a student of the 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.

5.4 Using images and video

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.

Students should not post content that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used, without permission, for commercial purposes.

Special care must always be taken when dealing with images of "special populations", e.g. minors, patients or research subjects. Stringent legal requirements apply. Generally speaking, such images should never be used for social media posting or distribution.

5.5 Breach

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. Reports will be reviewed to determine whether the matter requires investigation or action under the appropriate IKON rules (as per the definition above) and/or a response on behalf of IKON.

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 Procedures or any other rules. A student who fails to act on such a requirement will be in breach of these Procedures, and the breach may be referred to the appropriate process for further action.

6. Publication

This policy is to be published for students and IKON staff in the relevant publications and on the IKON Institute of Australia website to ensure prospective students and IKON staff have up to date and accurate information.

Related Forms/Documents:

Nil

Related Policies:

Nil