

## INTERNET USE AND SOCIAL MEDIA

### Purpose

Social media allows for the easy sharing of information, expanding the tools for education and research training available to ACA and its students. Social media has become an important tool for students engagement and learning.

The RTO embraces the use of social media by students to connect with staff, researchers, peers, clubs, societies and alumni.

Given the public and external nature of social media, it is important that students who use social media understand the RTO's expectations. Students should be aware that the same standards that apply for interacting within and outside the ACA community in real life also apply online. The same respect, courtesy and professionalism expected in real life interactions should be displayed online. The consequences that apply to a breach of RTO rules by students apply also to breaches of rules for online conduct.

These procedures set out the RTO's expectations for the use of social media by students for educational purposes and for personal use purposes where they can be identified as ACA students.

### Scope

Personal use of social media by a students, in a way that does not associate the user with ACA and is therefore not "identifiable personal use" as defined above, is not covered by these Procedures.

ACA will respond where a students makes identifiable personal use of social media that has the potential to impact on ACA's reputation and other interests, directly or indirectly.

Accordingly, students who engage in "identifiable personal use" on any social media are required to be aware of, and comply with, these Procedures and Policies.

### Policy

Students use social media in their learning and researching consequent to the RTO's encouragement of teaching staff and students to use new technology in innovative ways to enhance students learning and engagement. Any such use must also comply with these procedures.

### Procedures

Rules for use of social media

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

- Only disclose and discuss information about ACA or its activities that is not confidential and is publicly available
- Take reasonable steps to ensure that content published is accurately and not misleading
- Ensure that the use, including content published, complies with all relevant rules of the RTO
- When making a statement on a matter of public interest, expressly state that the views expressed are those of the students and not those of the RTO (unless they are officially authorised by the RTO)
- Be respectful and courteous in communications
- Adhere to the Terms of Use of the relevant social media provider; and
- Comply with the law, including laws about copyright, privacy, defamation, contempt of court, discrimination and harassment.

## 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:

- 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
- Make any comment or post material that creates, or might be construed to create, a risk to the health or safety of a students, 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
- 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
- Imply that they are authorised to speak as a representative of ACA, or give the impression that the views they express are those of the RTO (unless they are officially authorised by the RTO)
- Use the identity or likeness of another students, contractor, staff member or other stakeholder of the RTO
- Use or disclose any ACA confidential information obtained as a students of the RTO
- 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
- Make any comment or post material that might otherwise cause damage to the RTO's reputation or bring it into disrepute; and
- Use ACA's logo without permission or use ACA's name in a manner that is likely to be misleading or bring the RTO into disrepute.

## 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.

## Breach

A students who does not comply with the expectations of the RTO as set out in these Procedures may face disciplinary action, which in serious cases can result in exclusion from the RTO.

Any person concerned that the conduct of a students using social media contravenes these Procedures may report their concern to ACA. Reports will be reviewed to determine whether the matter requires investigation or action under the appropriate RTO rules (as per the definition above) and/or a response on behalf of the RTO.

Where required by ACA, a students is expected to remove, and cooperate with all attempts to remove, any comment, post or other online content where the RTO forms the view that it is in

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