SOCIAL MEDIA POLICY

GUIDELINES FOR STAFF USE OF PERSONAL SOCIAL MEDIA

These Guidelines for ECA staff in their use of personal social media are Guidelines based on a set of Common Sense Principles, and not rules.

Common Sense Principles

1. The First Common Sense Principle is that all staff should treat the use of social media as they would any other form of communication.

2. The Second Common Sense Principle is to apply all of the moral code your parents taught you. The reputation of ECA, your colleagues and yourself depend on the integrity we demonstrate.

3. The Third Common Sense Principle is based on the observation that Social Media has a potential audience and life much greater than our personal non-digital footprint.

Guidelines

1. Do not say, write or show anything on social media that you would not say, write or do on any other form of communication or in public.

2. By honest. Do not misrepresent yourself, others or ECA on any of the social media you use.

3. Be considerate and respectful to others, making sure all of your social media content is fair, equitable and non-discriminatory.

4. Do not put anything on the social media that you may not want your children or grandchildren to see or hear.

While these are Guidelines, there may be consequences for ECA staff members’ employment if they break these guidelines and place on their private social media sites or pages material which breaks the rules for ECA staff use of ECA social media (see below), and which can have a negative impact on other ECA staff and students, and/or on ECA.
RULES FOR STAFF USE OF ECA SOCIAL MEDIA

These policies relate to staff use of social media where there is a connection with ECA, its subsidiary and associated providers, namely ECA, APIC, ELSIS, ZBA and Victoria University Sydney. “Social media with a connection with ECA” exists where:

- The social media site is established and/or used as an ECA site;
- The social media site is accessed using ECA IT equipment and systems;
- The user identifies him or herself as an ECA staff member; and/or
- The content specifically relates to ECA, its staff and/or students.

Rules for the Creating and Managing ECA Social Media

1. The creation of official ECA social media sites or pages must be authorised by the ECA Management Group and PEO, developed under the authority of the Marketing Director, and managed by the officer designated by the ECA Operations Director.

2. All ECA social media sites and pages must clearly indicate that they are managed by ECA and must have ECA contact information clearly available.

3. Content owners/managers of an ECA social media site or page are responsible for monitoring and maintaining content on that site or page.

4. ECA reserves the right to restrict or remove any content that is deemed to be in violation of this policy.

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2 Victoria University Sydney staff use of social media will also be bound by Victoria University Policy and Procedures Staff Code of Conduct, policy Number POH120507000
Rules for the Use ECA Social Media

ECA social media site and page content must not contain:

1. Profane or offensive text, images or sound.
2. Material which endorses, fosters or promotes discrimination on the basis of race, nationality, age, gender, religion, marital status, disability and/or sexuality (it must comply with equal opportunity, anti-discrimination and privacy legislation).
3. Sexually explicit and/or pornographic material.
4. Material which is likely to be defamatory.
5. Content which is likely to constitute bullying another person (staff member, student, community member). Bullying is interpreted as including psychological or emotional violence, harassment, coercion and/or abusive comments and threats.
6. Content which is or could be construed as posing a risk to the health and safety of a staff member, student and/or community member.
7. Content which could be seen to encourage illegal activity.
8. Material which discloses personal and confidential information obtained as a result of a person’s relationship with ECA.
9. Material which is misleading and/or deceptive.
10. The crests or logos of ECA without prior approval.

There may be consequences for ECA staff members’ employment if they break these rules in their use of ECA social media.

Procedures

All ECA administration, technical and teaching staff are required to comply with the ECA Guidelines for Staff Use of Personal Social Media and ECA Rules for Staff Use of ECA Social Media and will be
subject to any properly determined consequences of their failing to so comply (subject to their right to internal appeal).

The summary *ECA Guidelines for Staff Use of Personal Social Media* and *ECA Rules for Staff Use of ECA Social Media* statements will be

- incorporated in Staff, Teachers’ and Trainers’ Handbooks;
- incorporated in reference form in staff employment agreements and/or contracts; and
- incorporated in staff induction procedures.

All ECA administration and teaching staff confirm their acceptance of the *ECA Guidelines for Staff Use of Personal Social Media* and *ECA Rules for Staff Use of ECA Social Media* by signing their employment agreements and/or contracts.