

Social Media Policy & Student Use Procedures

Social Media Policy

Social media allows for the easy sharing and re-purposing of information, expanding the tools for education and training available to NCVE and its students. Social media has become an important tool for student engagement and learning.

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

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

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

Definition of Terms

Identifiable Personal Use: Use of social media where the user can be identified as a NCVE student. The identification may be through means such as the student's social media name, character, profile or comments.

Rules: Requirements applicable to a student of NCVE set out in statute, regulation, policy or procedure or as otherwise reasonably directed by NCVE or one of its staff members.

1. What is Social Media?

Social media is online media designed to allow information to be shared, disseminated and created using highly accessible and scalable publishing techniques. Social media services include, but are not limited to:

- a. Social and professional networking sites (e.g. Facebook, LinkedIn, Yammer, Edmodo, Instagram), including official and unofficial pages on social and professional networking sites that are set up by individuals, groups, clubs and societies.
- b. Geo-spatial tagging sites (e.g. FourSquare)
- c. Blogs, including corporate blogs and personal blogs
- d. Micro-blogging sites (e.g. Twitter)
- e. Video and photo sharing sites (e.g. Flickr, YouTube)
- f. Blogs hosted by media outlets (e.g. 'comments' or 'your say' feature on theage.com.au)
- g. Wikis and online collaborations (e.g. Wikipedia)
- h. Forums, discussion boards and groups (e.g. Google Groups, Whirlpool)
- i. Vodcasting and Podcasting sites
- j. Online multiplayer gaming platforms (e.g. World of Warcraft, Second Life)

k. Instant messaging (including SMS)

These Procedures cover future social media systems, and access to social media by any means, including via computer, tablet, mobile phone, handheld or wearable device.

2. Use of Social Media

2.1 Social Media provided by NCVE: Conditions of Use

NCVE provides students with access to College Information and Communication Technology (ICT) facilities and connections, including NCVE social media services provided by external social media service providers engaged by NCVE. Social media services provided by NCVE include (but are not limited to) NCVE sites or services on Google, YouTube, Facebook, Instagram, WhatsApp, Microsoft Teams and Zoom. NCVE utilises platforms to assist and support its teaching, learning, research and administrative activities.

Students using these ICT facilities provided by NCVE are required to do so in compliance with these Procedures and with:

- The Computer Usage Policy
- The Copyright Policy
- The Plagiarism Policy
- The NCVE Photo Permission Form (refer to Point 5)

2.2 Social Media in Education and Training

Students are using social media in their learning and researching consequent upon NCVE's encouragement of teaching to use new technology in innovative ways to enhance student learning and engagement. Any such use must also comply with these Procedures and with those named in the foregoing section.

2.3 Personal Use of Social Media

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

However, NCVE will respond where a student makes identifiable personal use of social media that has the potential to impact on NCVE'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.

Responsibility: Students

3. Rules for Use of Social Media

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

- a) Only disclose and discuss information about NCVE 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) 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 NCVE (unless they are officially authorised by NCVE);

- d) To be respectful and courteous in communications;
- e) Adhere to the Terms of Use of the relevant social media provider; and
- f) Comply with the law, including laws about copyright, privacy, defamation, contempt of court, discrimination and harassment.

4. Specific Prohibitions

When using social media in the context of education or 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 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;
- 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 NCVE, or give the impression that the views they express are those of NCVE (unless they are officially authorised to do so);
- Use the identity or likeness of another student, contractor, staff member or other stakeholder of NCVE;
- Use or disclose any NCVE confidential information obtained as a student of NCVE;
- 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 reputation of NCVE or bring the reputation of NCVE into dispute; and
- Use the NCVE logo or associated branding without permission, or use NCVE's name in a manner that is likely to be misleading or bring NCVE into disrepute.

5. Using Images and Video

In most cases, prior permission (i.e. a release) must be obtained to post, share or distribute images or individuals whose images are identifiable. Students are asked by NCVE to sign the NCVE Photo Permission Form. Students who sign this form are granting NCVE staff permission to take and use photos of them in their learning environment and **are not** granting permission to other students to take and use photos.

Students should not take and use photos or video of other students without their permission.

Students should not post content that might be embarrassing to an individual or that could be construed as placing an individual in negative or false light. Students should not post content that might cause someone to believe that his/her name, image, likeness or other identifying aspects 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, patents or research subjects. Stringent legal requirements apply. Generally speaking, such images should never be used for social media posting or distribution.

6. Breach

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

Any person concerned that the conduct of a student using social media contravenes these Procedures may report their concern to NCVE, preferably via email to: reception@ncve.edu.au . Reports will be reviewed to determine whether the matter requires investigation or action under the appropriate NCVE rules (as per the definition above) and/or a response on behalf of NCVE.

Reported concerns may be matters appropriately dealt with under NCVE rules for alleged breach of student discipline or any other NCVE process.

Where required by NCVE, a student is expected to remove, and cooperate with all attempts to remove, any comment, post or other online content where NCVE forms the view that it is in breach of these Procedures or any other NCVE 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 NCVE process for further action.