

# Wyndham Community and Education Centre Inc Policy and Procedure

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Policy name	<b>Social Media Policy and Procedure</b>
Responsible person	CEO, Senior Management Team, IT and Creative Design Manager
Staff involved	All Staff
Review dates	Approved: 25 November 2024 Review Date: 2025

## Policy Context

This policy has been developed to provide Wyndham Community and Education Centre Inc. (Wyndham CEC) and Julia Gillard Community College (JGCC) employees and volunteers with information, standards, and guidelines for the professional and personal use of social media.

*Social Media* is the term used for internet based tools used for creating, sharing and discussing information among people online or to participate in social networking.

All employees are responsible for knowing and understanding the policy and for being aware that comments made via social media platforms are not necessarily private and can become public.

Wyndham CEC and JGCC, acknowledges that the use of web technologies and social media is increasingly part of everyday activities. This policy distinguishes between social media use in the course of employment and social media use that is not. It also seeks to highlight the issues which can arise through the use of social media, whether through professional or private use. This policy should be read in conjunction with the *Information Security and Asset Governance Policy & Procedure* and *Data Breach Response & Information Security Incident Policy and Procedure*.

## Policy Statement

### Principles

Wyndham CEC and JGCC have a zero tolerance to any forms of abuse including racist abuse. Staff, volunteers, contractors and users of the centre are expected to behave in ways that contribute to a safe and inclusive environment at Wyndham CEC and JGCC.

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Staff working at JGCC will build a safe environment that includes ongoing training of young people about online safety.

Wyndham CEC and JGCC will analyse potential risks of its activities online through its annual risk management and identification.

The following five principles must be applied to professional and personal use of social media, with Wyndham CEC and JGCC accounts and/or personal accounts, by staff, volunteers or contractors, at any time:

- Do not mix professional and personal accounts/posts in ways that can bring Wyndham CEC or JGCC or its staff into disrepute
- Do not undermine work performance or effectiveness
- Do not imply Wyndham CEC or JGCC endorsement of your personal views
- Do not breach Wyndham CEC or JGCC codes and policies or, relevant legislation
- Do not disclose confidential information obtained through employment

### **Social Media may include (but is not limited to):**

- social networking sites such as Facebook, X (formerly Twitter), Bluesky, Snapchat, Mastadon and LinkedIn
- video and photo sharing websites such as Flickr, Photobucket, Vimeo, TikTok, Instagram and Youtube
- blogs, including professional blogs and personal blogs
- blogs hosted by media outlets
- wikis and online collaborations
- forums, discussion boards and groups such as Reddit, Google groups
- podcasting
- online multiplayer gaming platforms
- instant messaging such as SMS, WhatsApp and Messenger
- Video conference and web conferences such as Microsoft Teams, Zoom and Google Meet
- Email
- Any other websites, applications or devices (including use of mobile phones) that enable individuals to publish or distribute their own views, blogs, comments, photos, videos, or similar.

### **Social media use for professional purposes**

Wyndham CEC and JGCC supports its employees' participation in social media online applications for professional purposes to publish, share and discuss content with colleagues and other professionals or promote staff expertise or for Wyndham CEC or JGCC marketing purposes.

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Wyndham CEC and JGCC employees and volunteers who are interested in using social media tools to engage young people must have clear educational context to support the teaching and learning.

Before engaging in social media as a representative of Wyndham CEC or JGCC, you must have authorisation from the senior management team, or in the case of JGCC the principal.

If authorised, you must:

- always use your own identity;
  - o an exception to this is if the staff member /volunteer is authorised to communicate via one of Wyndham CEC's or JGCC social media accounts
- use, disclose or comment only on information that is classified as being in the public domain and not subject to confidentiality (see Information Security and Asset Governance Policy & Procedure);
- ensure that all content published is accurate and complies with all Wyndham CEC and JGCC policies;
- ensure comments are respectful;
- adhere to the Terms of Use of the social media platform or website, as well as applicable legislation such as copyright, privacy, discrimination, harassment or other relevant legislation;
- not post or respond to material that is offensive, fraudulent, obscene, discriminatory, defamatory, threatening, harassing, bullying, racist, sexist, breaches copyright, sexually explicit or otherwise inappropriate or unlawful; and,
- not make any comment or post any material that might otherwise cause damage to Wyndham CEC's or JGCC's reputation or bring it into disrepute.

Where possible, it is advised staff and volunteers create a separate work account with their organisation allocated email address on the related platform; this allows for greater separation and helps prevent accidental cross posting.

The IT & Creative Design Manager has authority to manage communications through social media platforms including publishing and moderating Wyndham CEC produced social media on platforms such as Facebook, Twitter, LinkedIn, and You Tube. This includes managing Wyndham CEC's website content in consultation with the Senior Management Team and JGCC's website content in consultation with the principal.

### **Social media use for personal purposes**

Wyndham CEC and JGCC recognises that staff and volunteers may use social media in their personal lives. This policy does not intend to discourage nor limit personal expression or social media activities. Rather it serves as a guide to making staff and volunteers aware that professional and personal use of social media should be kept separate.

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Staff and volunteers should recognise the potential for direct or indirect damage to be caused to Wyndham CEC or JGCC in certain circumstances via personal use of social media and should not use their personal social media accounts for professional communications or vice versa. This includes being aware that they may be using the employer's computer network or a work smart phone for personal social media use (*see Computers Internet and E-mail Policy & Procedure and Mobile Device Policy & Procedure*).

Staff and volunteers should be aware that personal privacy settings of social media platforms do not always protect the user from information ending up in the public domain or from being widely distributed.

Staff and volunteers should be aware that information published or posted on social media sites outside of work hours remains accessible during working hours.

Staff and volunteers are personally responsible for content published on any form of social media platform for personal use when comments or their profile can identify them as an employee of Wyndham CEC or JGCC. Social media has the potential to cause damage to the employee's professional reputation, relationship with work colleagues, the reputation of Wyndham CEC or JGCC, and has the potential to breach the code of conduct and/or Wyndham CEC's or JGCC's policies. Staff and volunteers should be mindful of this at all times.

### **Guidelines for Staff and volunteers based on above policy statement and 5 principles:**

- When accessing social media via Wyndham CEC's or JGCC internet systems, you must do so in accordance with Wyndham CEC's *Computers, Internet and Email Policy and Procedure and Information Security and Asset Governance Policy & Procedure*.
- An employee must ensure that all content published is accurate and complies with Wyndham CEC or JGCC policies and codes.
- Work performance or effectiveness should never be compromised by the use of social media that is not related to your work.
- It is not acceptable to access or post any material that is offensive, fraudulent, obscene, discriminatory, defamatory, threatening, harassing, bullying, racist, sexist, breeches copyright, sexually explicit or otherwise inappropriate or unlawful.
- An employee must never disclose or comment on information classified as anything higher than **Public** (*see Information Security and Asset Governance Policy & Procedure*) or gained through the privilege of their employment with Wyndham CEC or JGCC. This includes avoiding partial disclosures which when distributed widely can be pieced together and become a breach of privacy or

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- confidentiality (see *Privacy Policy & Procedure (Staff and Students & Clients)*, and *Data Breach Response & Information Security Incident Policy and Procedure*).
- If an employee comments on any aspect of the organisation's services or programs they must clearly identify themselves as an employee and include a disclaimer.
  - An employee should not use the Wyndham CEC or JGCC logo or their work email address for personal matters unless permission is authorised (see *Marketing and Promotions Policy & Procedure* for logo guidance).
  - Employees should neither claim nor imply that they are speaking on Wyndham CEC's or JGCC's behalf unless authorised by the senior management team or principal.
  - An employee must ensure comments are respectful.
  - An employee must always use their own identity and make clear that the stated views are their own and not those of Wyndham CEC or JGCC.
  - Employees must adhere to the Terms of Use of the social media platform or website, as well as applicable legislation such as copyright, privacy, discrimination, harassment, and other applicable laws.
  - An employee must not make any comment or post any material that might otherwise cause damage to Wyndham CEC's or JGCC's reputation or bring the organisation or other employee into disrepute.

If an employee notices inappropriate or unlawful content online relating to Wyndham CEC or JGCC or content that may be in breach of this policy, they must report it to their coordinator, a manager or the principal immediately.

Depending on the circumstances, non-compliance with this policy may constitute a breach of employment or contractual obligations, misconduct or contravention of the law.

Employees who fail to comply with this policy may face disciplinary action and, in serious cases, termination of their employment.

For contractors who are found to have breached this policy, there may be consequences including termination of contract.

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### Related Documents

**Legislation:** Charter of Human Rights and Responsibilities Act 2006 (Vic), Information Privacy Act 2000 (Vic), Equal Opportunity Act 2010 (Vic), Crimes Act 1958 (Vic), Child Wellbeing and Safety Act 2005 (Vic), Children, Youth and Families Act 2005 (Vic), Racial and Religious Tolerance Act 2002 (Vic), OH&S Act 2004 (Vic), Racial

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## **Wyndham Community and Education Centre Inc Policy and Procedure**

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Discrimination Act 1975 (Cth), Privacy and Data Protection Act 2014 (Vic), Fairwork Act 2009 (Cth).

**Policies:** Computer, Internet and Email Policy & Procedure, Harassment, Discrimination, Victimisation and Bullying Policy & Procedure, Cyber bullying Policy & Procedure, Privacy Policy & Procedure Staff and Volunteers, Privacy Policy & Procedure Students and Clients, Conflict of Interest Policy & Procedure, Volunteer Policy & Procedure, Complaints and Appeals Policy & Procedure, Grievance Policy & Procedure, Child Safety and Wellbeing Policy & Procedure, Mandatory Reporting Policy and Procedure, Information Security and Asset Governance Policy & Procedure, Data Breach Response & Information Security Incident Policy and Procedure, Marketing and Promotions Policy & Procedure, Record Management and Record Keeping Policy & Procedure, Disciplinary Action and Termination of Employment Policy & Procedure, Risk Identification & Management Policy and Procedure, Staff Recruitment, Induction and Exiting Employment Policy & Procedure

**Other:** Codes of Conduct, Code of Ethics, Child Safety and Wellbeing Code of Conduct, Child Safe Standards

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