

## Social Media Policy

### Preamble

Tuggerah Lakes Community College Limited encourages the use of social media and social networking as a way to connect with others, share educational resources, create and curate educational content and enhance the learning experience.

### Scope

This Policy applies to all members of the College community, including teachers, trainers, assessors, tutors, students and staff of both TLK Community College and TLK Youth College.

### Definitions

**Social media:** refers to online media that allows for interaction and/or participation, including:

- Social networking and micro-blogging sites e.g. 'Facebook', 'Instagram', 'LinkedIn', 'Pinterest', 'Tumblr' and 'Twitter'
- Video and photo sharing sites e.g. 'Flickr', 'Instagram', 'TikTok' and 'YouTube'
- Online forums and discussion blogs, including comments on online news articles.

**Social networking:** refers to the use of dedicated websites and applications to communicate with other users, or to find people with similar interests to one's own.

### Expected Behaviours and Guidelines

The expected behaviours and guidelines for all members of the College community are:

- To know and follow the College's Polices and Codes of Behaviour
- Respect privacy, confidentiality, copyrights, trademarks and intellectual property of the College and others
- Be professional and respectful in all postings
- Regardless of online privacy settings, assume that all of the information shared on social media and network sites is public information
- Unless specifically authorised to speak on behalf of the College as a spokesperson, always state that views expressed in postings are the writers own views
- Be mindful that all communications in the online environment are visible to the public, students, staff, managers, competitors and others
- Remember that nearly all content contributed on all social media platforms becomes immediately searchable and can be immediately shared
- Use good judgment and strive for accuracy as errors and omissions can result in liability
- Correct any mistake made immediately and make it clear what has been done to fix the mistake and
- Apologise for any mistake made when the situation warrants it.

### Sharing of Information

#### Confidential Information

Protect others' privacy and sensitive or private information. Details or information that is considered confidential or not public information must not be published, posted or released. Where it seems

confidential, it is safer to assume it is. Online ‘conversations’ are never private. Birth dates, addresses and/or personal telephone or mobile phone numbers must not be placed on any public website.

### **Private and Personal Information**

To ensure safety, due care must be given as to the type and amount of personal information provided including that of others including personal schedules or situations. Personal information of students, parents/guardians/carers, staff or other persons associated with the College must not be given out or transmitted. Information that may be received through social networking (such as email addresses, customer names or telephone numbers) cannot be assumed as up-to-date or correct. The privacy of the College and community members must be maintained and respected.

### **Images**

Respect and exercise caution with brand, trademark, copyright information and/or images of the College where applicable. It is not acceptable to post pictures of students, anybody associated with the College or other individuals without the expressed written consent of the individual or the consent of a parent/guardian/carer for any children.

### **Review**

This Policy will be subject to periodic review and may be amended or updated when required.