



POLICY NUMBER: **MAT023**

NAME: **Social Media Policy**

APPROVED BY: RTO Director

Date of Next Review: 30 Sep 2020

SECTION 1 – INTRODUCTION

PURPOSE

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Some examples of social media but not limited to: Facebook, Twitter, LinkedIn, YouTube, personal blogs, discussion boards such as Whirlpool, Yahoo! Groups or Google Groups.

This policy outlines Medical Administration Training Pty Ltd (MAT's) guidelines for employees, students and associates when participating in the social media space.

POLICY STATEMENT

With the rapid development and use of social media, MAT recognises the need to have guidelines which address the RTO's expectations for those who use social media, either as part of their job, study, association with the RTO or in a personal capacity.

MAT expects that all staff, students and associates who contribute to social media will do so with integrity, ethics and confidentiality in mind and will act responsibly in references to MAT in their social media and online activities.

MAT will strive to have open and honest dialogues with our readers. We will correct inaccurate or misleading postings in a timely manner.

PRINCIPLES

MAT recognises that activities performed by employees and associates outside of the contracted work hours are personal, however in some instances activities undertaken in personal time have the ability to impact an employee's job performance, on others, or pose a risk to the RTO's reputation. This policy sets out guidelines to minimise such instances.

This policy does not apply to employees' personal use of social media platforms where the employee makes no reference to work related issues. Use of social media should not interfere with an employee's job performance and productivity (refer to employee handbook).



SECTION 2 – POLICY

Only the Director or their nominee is authorised to represent the RTO in all branded social media instances.

GUIDELINES

What you should do when on social media platforms

- Adhere to the Terms of Use of the particular social media platform
- Adhere to privacy, copyright and other applicable laws when publishing on social media platforms
- Only publicly available and correct information should be shared
- Be mindful about the types of information shared and protect MAT's students, clients, suppliers and other associates. These individuals and businesses should never be cited or referenced without their approval
- Be careful about what personal information you share online
- Seek MAT's permission to share internal company information and conversations
- Be polite and respectful of all individuals and communities
- You should show proper consideration for others privacy and for topics that may be considered objectionable or inflammatory (like religion or politics)
- Think about the consequences of your posts and responses
- Correct inaccurate or misleading postings in a timely manner

What you should not do when on social media platforms

- Do not use any branded images or logo's unless authorised to do so
- Do not disclose any proprietary, non-public financial or operational information
- Do not set up social media pages using MAT's name or brand
- Do not misrepresent yourself when participating in online communities
- Never share other people's personal information in social media
- Do not publish, post, or release information that is considered confidential and or belongs to someone else
- Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace
- Do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity
- Refrain from posting items that contain crude or sexual humour and profanity
- Do not use your public voice to trash or embarrass MAT, our students, clients or your co-workers
- Students must not use our Facebook page or other social media to submit complaints or appeals. MAT offers a complaints & Appeals Policy and Procedure and offer informal or formal feedback processes
- Employees or contractors must not use the RTO's name to endorse or promote any opinion, product or cause



Rules and consequences

All users are requested to abide by the below rules

- Comments and posts containing the following will be removed from the page:
 - infringements of copyright
 - ethnic slurs, personal insults, obscene or threatening language
 - defamatory, threatening, harassing, discriminatory or hateful comments
 - crude or sexual humour and profanity
 - information viewed as a conflict of interest may be removed from the page without notice
 - other comments or posts that MAT management deem to be inappropriate or offensive
- Spamming or trolling will be removed

If MAT deems content as offensive, demeaning or incorrect, then the content may be moderated and removed from our site. Any user posting inappropriate material will be blocked. Repeat violations may cause the user to be permanently banned.

MAT will intervene when an employee's online actions are placing the RTO at legal risk, the employee is acting disloyally or threatening or harassing a student or co-worker. Employees will be disciplined for any violations of this policy.

ROLES AND RESPONSIBILITIES

The Director of Medical Administration Training Pty Ltd is responsible for ensuring compliance with this policy.



RELATED DOCUMENTATION & LEGISLATION

Name and Link
Access Equity and Anti-Discrimination Policy
Student code of conduct and disciplinary Policy
Privacy and Personal Information Policy
Employee Handbook
Complaints and Appeals form
Intellectual Property laws
Privacy Legislation
Discrimination Legislation

RESPONSIBILITY

Policy administrator	RTO Manager
Approving Person	RTO Director

CHANGE HISTORY

Version	Review date	Approved by	Description of Modifications
1	02-Jun-2017	A. McFillin	Original Document
1	28-Feb-2018	A. McFillin	Reviewed with no changes
2	21-Nov-2019	A. McFillin	Reviewed and updated branding