



6.1.11 General Conditions of Employment Policy - Social Media – Personal Usage

The purpose of this Policy is to help optimise wellbeing at SCBC.

What Is The Definition Of Social Media?

Social media refers to online tools which provide individual users and/or organisations with the ability to create and share content in online communities. Social media tools include, but are not limited to, the following.

- **Social Networking Sites** – such as Facebook, LinkedIn, Google+.
- **Video/Photo Sharing Sites** – such as YouTube, Flickr, Snapchat, Instagram.
- **Micro-Blogging Sites** – such as Twitter, Yahoo Buzz, Meme.
- **Weblogs** – corporate, personal or media blogs published through tools such as WordPress and Tumblr.
- **Forums & Discussion Boards** – Whirlpool, Yahoo! Groups, Google Groups.
- **Geo-spatial Tagging** – such as foursquare.
- **Online Multiplayer Gaming Platforms** – such as second life.
- **Instant Messaging** – including SMS.
- **Vod and Podcasting.**
- **Online Encyclopedias** – Wikipedia.
- Any **other** websites or devices (including mobile phones) that enable individuals to publish or distribute their own views, blogs, comments, photos, videos etc.

Our Policies

South Coast Baptist College recognises the importance of social media tools as a mechanism for both individuals and organisations to engage and share information.

We have two distinct Policies dealing with social media activities. This Policy is to be followed with respect to the administration and/or publication of content on South Coast Baptist College's own social media sites (6.1.11 Social Media-Personal Usage Policy) and the other Policy provides guidelines for staff when they use their own personal social media accounts (6.1.10 Social Media-Organisation Usage Policy).

Personal Usage Guidelines

These guidelines provide our expectations where an employee uses social media tools where their identity can be linked to South Coast Baptist College, or that may make reference or imply information about South Coast Baptist College, staff, teachers, management, Directors, students, parents/caregivers, stakeholders or other organisations.

Social Media 'Do Nots'

When using your social media tools for personal use ensure that you:

- Do not disclose any information you have gained through your employment with South Coast Baptist College that is confidential or commercial in confidence information. Refer to our Confidentiality Policy (6.1.3).
- Do not engage in any activity that reflects poorly on South Coast Baptist College.
- Do not post negative comments with respect to any fellow staff members, Directors, students, parents/caregivers or others associated with our organisation.
- Do not post material that is obscene, defamatory, threatening, discriminatory or hateful to another person or entity where they are in anyway associated with South Coast Baptist College.
- Do not use South Coast Baptist College's logo's, trademarks or other intellectual property.

Posting Personal Comments About South Coast Baptist College

Remember that as an employee of South Coast Baptist College you have an obligation:

- not to engage in any activity where your interests may conflict or be inconsistent with the interests of South Coast Baptist College; and
- not to act in a way which in the reasonable opinion of South Coast Baptist College may or is likely to have an adverse effect on our organisation or our reputation.

In short you should not post negative comments about South Coast Baptist College. If you wish to raise an issue with management, we have developed an Internal Grievance Procedure for this purpose.

Sometimes you may wish to make positive comments about South Coast Baptist College online, or you may wish to respond in a positive way to a comment made by someone else. In these circumstances, if you do make a comment, you should be transparent with respect to your posting (e.g. "I work for South Coast Baptist College") and where responding to a comment with an opinion note that "*these are my personal views not the views of South Coast Baptist College*".

Personal Usage During Work Hours

Remember that in addition to this policy you must adhere to our Email and Internet Usage Policy which states that while you are permitted to browse the internet for your own private, personal or social purposes, such use should be kept to a minimum and should be restricted to allocated break times only.

However, please note that should you use work computers, for your own purposes, you should have no expectation of privacy as we reserve the right to monitor our college computers which are deemed to be our property.

Our Property And Computer Surveillance Notification

All messages generated on or handled by our internet/email facility, including back-up copies, are considered to be the property of South Coast Baptist College.

Computer surveillance is carried out on an ongoing basis, through intermittent inspection of computer and email files and records. This is to ensure appropriate use of the facility.

If In Doubt

If you are uncertain about how your employment with South Coast Baptist College may be affected by your use of your own personal social media tools, or compliance with this policy, you should seek advice from your Line Manager/Heads of School or from ICT Manager.

If there is material on your computer that may be in conflict with this Policy, it must be removed immediately.

Notify Us

If you notice material you consider inappropriate, or inconsistent with this Policy, it should be reported immediately to your Line Manager or to the ICT Manager so that appropriate action can be taken.

Breach

A breach of this Policy may result in disciplinary action, including dismissal.

Date Reviewed: 26/06/2021

Next Review Date: Term 2, 2023