



# Human Resources

## Social Media Policy - Personal Usage

### Purpose

The purpose of this policy is to ensure that Staff follow the required conditions and guidelines in using social media platforms as employees of SCBC.

### Scope

This policy applies to all SCBC Staff (both current and former).

### Policy Statement

South Coast Baptist College recognises the importance of social media platforms as a mechanism for both individuals and organisations to engage and share information. The College has two distinct policies dealing with social media activities. This policy provides guidelines for staff when they use their own personal social media accounts (Social Media-Personal Usage Policy) and the other with respect to the administration and/or publication of content on South Coast Baptist College's own social media sites (Social Media-Organisation Usage Policy).

### Personal Usage Guidelines

These guidelines provide the College's expectations where an employee uses social media platforms 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 platforms for personal use:

- Do not disclose any information gained through employment with South Coast Baptist College that is confidential or commercial in confidence information. Refer to the College's Confidentiality Policy. This requirement also applies to former SCBC staff.
- 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 staff have an obligation:

- not to engage in any activity where their 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 the College's management or reputation.

In short staff should not post negative comments about South Coast Baptist College. If staff wish to raise an issue with management, the college has an Internal Grievance Procedure for this purpose.

Sometimes staff may wish to make positive comments about South Coast Baptist College online, or respond in a positive way to a comment made by someone else. In these circumstances, if a comment is made, staff should be transparent with respect to their 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 staff must adhere to the College's Information, Systems and Technology Usage Policy which states that while staff are permitted to access the College's network (browse the internet) for their 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 as a condition for using the College's computers and network, staff should have no expectation of privacy as the college reserves the right to monitor its information, systems and technology facilities.

## **SCBC Property And Monitoring Notification**

All messages/communications generated on or handled by the College's information, systems and technology (IST) facilities, including back-up copies, are South Coast Baptist College property. The College carries out network monitoring on an ongoing basis, through intermittent inspection of IST facilities (including computer and email files and records). This is to ensure appropriate use of the facilities.

## **If In Doubt**

Should staff be uncertain about how their employment with South Coast Baptist College may be affected by the use of their own personal social media platforms, or compliance with this policy, staff should seek advice from their Line Manager/Heads of School or from Director of Information, Systems and Technology.

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

## **Notify Us**

Should staff notice digital material that is considered inappropriate, or inconsistent with this Policy, it should be reported immediately to the Line Manager/Head of School or to the Director of Information, Systems and Technology so that appropriate action can be taken.

## **Definition of Social Media**

Social media refers to online platforms which provide individual users and/or organisations with the ability to create, communicate and share content in online communities. Social media platforms 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 platforms (including mobile apps) that enable individuals to publish or distribute their own views, blogs, comments, photos, videos etc.

## Breach

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

## Policy Version Control

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V4	Human Resource Manager	March 2025	Term 1 2025	Annually	Term 1 2026