

Student Social Media Policy

Policy name	Student Social Media Policy
Policy number	TLP008
Date approved	4 February 2015
Approving body	The Academic Board (Senatus)
Responsible officer	The Head of School
Implementation officer	
Next review date	June 2017
Linked policies	Student Misconduct Policy
Linked forms	

Purpose of this policy

The Cairnmillar Institute (the Institute) encourages social media use by students and is committed to ensuring that use of social media:

- Increases engagement with the wider community
- Protects personal privacy
- Does not breach applicable laws
- Does not adversely affect the reputation of students and the Institute.

The purpose of this policy is to:

- Ensure students are aware of their rights and responsibilities in relation to social media
- Establish a set of common sense guidelines for social media use within which students must operate
- Identify that a breach of this policy by a student is misconduct
- Protect the Institute's digital identity.

This policy applies if a student is commenting in the social media about:

- The Institute including course content, teaching and learning, and staff and students.
- Other education organisations including course content, teaching and learning
- The study or practice of psychology, counselling and/or psychotherapy including placements
- Allied professions and their interconnection with the study or practice of psychology, counselling and/or psychotherapy
- Professional bodies such as the Australian Psychological Society and the Psychology Board of Australia

Guidelines for students

The Institute recognises students are entitled to enjoy the same protections and rights and have the same responsibilities online as in the off-line world, such as academic freedom and general freedom of expression. If it would normally be acceptable to express an opinion about something off-line, it is equally acceptable online. However, it is important to remember:

- Participating in social media is a form of publishing
- Social media can mean a post or communication:
 - Is permanent and visible
 - Can have a far wider and more permanent audience and impact than in the off-line world

This means students must act, and express thoughts, and opinions rationally, respectfully, and appropriately.

The Institute expects students to follow the following key rules to effective and appropriate social media engagement:

Legal and regulatory requirements

Observe copyright law	Ensure the use of online graphics and information without written permission is not an infringement of copyright law
Protect others' privacy	<ul style="list-style-type: none"> • Do not provide any information that could result in a client or placement agency being identifiable • Reference only publicly available information about the Institute • Obtain third party consent where applicable
Act within the law	<p>Do not post or link to:</p> <ul style="list-style-type: none"> • Defamatory statements • Pornography • Sexual jokes • Material amounting to harassment or bullying • Racial vilification • Material which is discriminatory including on the basis of race, age, gender, marital status, nationality or religion • Cruel or violent material
Protect your privacy	<p>Student/practitioners are required to:</p> <ul style="list-style-type: none"> • maintain a professional profile • maintain high security settings for privacy

Requirements for good academic practice

Provide valuable information	Ensure any information provided is informed and factually accurate
Identify your opinion	Identify that: <ul style="list-style-type: none">• You are a student at the Institute• You are not speaking in an official capacity but offering a personal opinion
Be transparent	Post comments and information that is relevant and if you have a particular bias or agenda, be open about that
Avoid plagiarism	Act with academic integrity to ensure credibility is maintained
Exercise good judgement	Refrain from comments that can be interpreted as slurs, demeaning, inflammatory as these reflect individual integrity and can impact on future employment opportunities

Requirements for good communication

Maintain social media literacy	Ensure an understand of the nuances and accepted communication style of each tool before posting
Communicate using the right tone	Must be respectful, mindful and credible
Double check your content before clicking	Posting creates a record that is often permanently associated with the student and with the Institute, so check you are not posting something you are likely to regret later

Use of the Institute's information technology systems

All information stored on or transmitted by the Institute's information technology systems including computers and communications systems is the property of the Institute.

The Institute has the capability to monitor the use of its information technology systems.

The Institute reserves the right to examine and monitor at any time and without notice to a student all information that is stored on or transmitted using its information technology systems.

Monitoring social media

While the Institute manages its own social media sites, it does not monitor, censor or alter content posted externally by its students. In the event of a potential breach of this policy, the Institute may monitor a site as part of its investigation of an alleged breach.

Breaches

Students must comply with this policy. A breach of this policy is classified as misconduct and a student may be penalised in accordance with the Institute's Student Misconduct Policy.

If the Institute identifies a potential breach of this policy, it must adopt the same process for investigation and decision making, with appropriate adjustments, as for other concerns about potential misconduct.

The penalties for misconduct, and therefore a breach of this policy, include:

- A warning
- A reprimand
- Academic counselling
- Placing the student on probation
- Suspension from the course
- Exclusion from the course

References

Reference material relevant to the development of this policy:

References	<p>Copyright Act 1968 Privacy Act 1988 Australian Human Rights Commission Act 1986 Age Discrimination Act 2004 (Cth) Disability Discrimination Act 1992 Racial Discrimination Act 1975 Sex Discrimination Act 1984</p>
-------------------	--

Definitions

Social media	<p>Social media includes:</p> <ul style="list-style-type: none"> • Social networks, eg Facebook, MySpace, LinkedIn • Video and photo sharing website, eg Flickr, YouTube, Pinterest • Micro-blogging sites, eg Twitter, Tumblr • Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications • Forums and discussion boards such as Whirlpool, Yahoo! Groups, or Google Groups • Online encyclopedias such as Wikipedia • Wikis • Virtual worlds • Any other websites that allow individual users or companies to use simple publishing tools
---------------------	---