



Social Media Policy

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Our Values

LTSA values a safe, inclusive, respectful work environment with a focus on providing our team members with an environment that supports their health, wellbeing, productivity, and effectiveness.

LTSA recognises that online social media tools are commonly used for both work and private purposes and can be an extremely valuable means of communicating. LTSA also recognises that many team members make use of social media in a personal capacity outside the workplace and outside normal working hours. While they are not acting on behalf of LTSA in these circumstances, team members must be aware that they can still cause damage to LTSA if they are recognised online as being associated with LTSA. It is therefore important that LTSA has strict social media rules in place to protect its position.

All team members using social media tools are required to comply with this policy and are required to comply with all laws, including, but not limited to, laws relating to copyright, anti-discrimination, defamation, harassment, misuse of information, and criminal activities.

The purpose of the policy is to detail appropriate and inappropriate use of social media for all team members. The policy also ensures that all team members are aware of action that may be taken where a breach of the policy occurs.

Application of this Policy

This policy does not form part of any contract of employment or any industrial instrument. It will be subject to regular review and may be amended by LTSA from time to time.

This policy applies to the following persons, collectively referred to in this policy as 'team members'

- a) prospective and current full-time, part-time and casual employees;
- b) Governing Board of Directors;
- c) volunteers;



- d) agents and contractors engaged from time to time; and
- e) elected student representatives and members of LTSA bodies.

This policy applies:

- a) at the workplace and when team members are working for LTSA away from the workplace, including the home;
- b) to use of LTSA/LTU's IT systems and devices outside of working hours; and
- c) to personal equipment (e.g. mobile phones and personal devices) that are used to access LTSA/LTU's systems or emails)

Definitions

In this policy, social media includes, but is not limited to:

- a) social and business networking websites such as LTSA website, Facebook, Instagram, LTU StalkerSpace, MySpace, Tumblr, Twitter, LinkedIn, Weibo, WeChat, Bebo, Yammer;
- b) video and image sharing websites such as YouTube, Instagram, Snapchat, Pinterest and Flickr;
- c) weblogs ('blogs'), including personal and corporate;
- d) Vodcasting and Podcasting sites;
- e) forums and discussion boards, e.g. Yahoo! Groups, Whirlpool or Google Groups;
- f) online encyclopaedias, e.g. 'Wikis' (e.g. Wikipedia)
- g) instant messaging (including SMS); and
- h) online multiplayer gaming platforms;

Social Media is dynamic and fast changing and these platforms may change over time and should not be considered exhaustive.

Responsibilities of all Team Members

It is the responsibility of all team members to understand and comply with all requirements of this policy. Where a team member is unclear on any aspect of the policy, they should seek further clarification from the CEO.

Responsibilities of CEO

It is the responsibility of the CEO to ensure that all team members are aware of this policy, that it is applied consistently across the business and appropriate action is taken where a breach of the policy is identified.

LTSA Social Media Activities

Where team members are authorised to contribute to LTSA's own social media activities as part of their duties, they must adhere to the following rules:

- a) use the same safeguards as they would with any other type of communication LTSA that takes place in the public arena;
- b) ensure that any communication has a purpose for, and is of benefit to, LTSA;
- c) obtain permission from the CEO or Governing Board of Directors Chair before embarking on a public campaign using social media or using LTSA's branding (including logos);
- d) request the LTSA CEO or Chair check and approve content before it is published



online; and

- e) follow any additional guidelines given by LTSA from time to time.

Private Use of Social Media

When using social media in a personal capacity, team members should use good judgement and common sense in considering what to post or share.

When logging on to, and using social media websites and blogs at any time, (including personal use on non-LTSA computers outside the workplace and outside normal working hours) team members must not:

- a) identify themselves as working for or with LTSA (exception is on a professional LinkedIn profile), make reference to LTSA, or provide information from which others can ascertain the name of LTSA (other than in relation to the LTSA's own social media activities or where such reference is expressly permitted by the LTSA for business networking websites such as LinkedIn);
- b) conduct themselves in a way that is potentially detrimental to LTSA or brings LTSA or its team members, LTSA elected student representatives, clients, associated LTSA bodies, or suppliers into disrepute, for example, by posting images or video clips that are inappropriate or links to inappropriate website content;
- c) use their LTU email address when registering on such websites or provide any link to the LTSA's website;
- d) allow their interaction on these websites or blogs to damage working relationships with or between team members, elected student representatives, clients, associated LTSA bodies, including La Trobe University, or suppliers of LTSA;
- e) include personal information or data about team members, elected student representatives, clients, associated LTSA bodies, including La Trobe University, or suppliers of LTSA without their express consent;
- f) make any derogatory, offensive, adverse, discriminatory, untrue, negative, critical or defamatory comments about LTSA, its team members, elected student representatives, clients, associated LTSA bodies, including La Trobe University, or suppliers, or any comments which might reasonably be considered to insult, damage or impugn LTSA or its reputation or character;
- g) make any comments about LTSA's team members or elected student representatives that could constitute unlawful discrimination, harassment or cyberbullying, or post any images or video clips that are discriminatory, or which may constitute unlawful harassment or cyberbullying;
- h) disclose any confidential, proprietary or sensitive information belonging to LTSA, its team members, elected student representatives, clients, associated LTSA bodies, including La Trobe University, or suppliers; and
- i) breach copyright or any other proprietary interest belonging to LTSA, for example, using someone else's photos, images or written content without permission or failing to give acknowledgement where permission has been given to reproduce particular work. If team members wish to post images, photographs or videos of their team members on their online profile, they should first obtain their express permission to do so.

Social Media Security Precautions

Team members must also be security conscious when using social media websites and should take appropriate steps to protect themselves from identity theft, for example, by setting their privacy settings at a high level and restricting the amount of personal information they supply.

Should any team member observe inaccurate information about LTSA on any online sources of information, they should report this to the CEO in the first instance.

Social Media References

Team members are prohibited from providing recommendations, endorsements or references online to, or for the benefit of, other team members or ex-team members without the prior permission of the CEO.

All requests for recommendations, endorsements or references must be referred to the CEO.

Monitoring of Usage

LTSA may monitor any team member's use of social media websites. Where LTSA deems any social media posts as inappropriate, the team member must remove the post immediately when requested by LTSA.

Breach of Policy

LTSA treats any breach of its policies or procedures seriously. LTSA encourages reporting of concerns about non-compliance and will manage compliance in accordance with the *Higher Education General Staff Award 2020*, National Employment Standards (NES), Disciplinary Policy and employment contract terms.

Breaches of this Policy may also be reported to external parties as required under law.

Governance

Related Policies & Procedures	<ul style="list-style-type: none">• LTSA Code of Conduct• LTSA Acceptable Use of IT Systems Policy• LTSA Privacy Policy• LTSA Equal Opportunity Policy• LTSA Anti-Bullying Policy• LTSA Freedom from Harassment Policy• LTSA Mobile Device Policy• LTSA Disciplinary Policy• LTSA Complaints Handling Procedure
Legislation Mandating Compliance	<ul style="list-style-type: none">• N/A
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