

SOCIAL MEDIA POLICY AND PROCEDURES

1. PURPOSE

The Lan-Grove Office Training Centre Pty Ltd trading as The Sydney Business and Travel Academy and The Sydney English Language Academy herein known as “The Academy” embraces the use of social media by staff, students and other stakeholders to connect with each other, share information and engage with each other. The purpose of this policy is to ensure that with the rapid increase in the use of social media, this policy will set out guidelines on how to represent The Academy on social media.

All materials uploaded to the social media by The Academy will be approved by the Principal prior to posting.

2. YOUR RESPONSIBILITY

When using social media (Facebook), it is important that you follow the guidelines listed below.

- a) You must not make any comments post material that might otherwise cause damage to The Academy’s reputation or bring it into disrepute.
- b) You must not use The Academy’s logo or name without permission, in a manner that is likely to be misleading or bring The Academy into disrepute.
- c) You must represent your own views and do not impersonate or falsely represent another person’s views.
- d) You must not make any comment or post material that is, or might be construed to be, racial or sexual harassment, offensive, obscene (including pornography), defamatory, discriminatory towards any person, or inciting hate;
- e) You must not post any messages which could create a risk or harm to another student or individual
- f) As per the Privacy Act 1988, you must protect your personal privacy at all times and also the privacy of others by not including personal information such as names, address, phone numbers, email addresses, etc.
- g) You must not behave in a threatening manner and abuse or threaten others in your postings.
- h) You must not infringe the intellectual property rights of others
- i) You must not use The Academy’s Facebook to promote your commercial interests.
- j) You must not make unproven or unsupported accusations against individuals or organisations
- k) Do not use The Academy’s Facebook for illegal activities such as spamming.
- l) You must obtain prior permission (i.e. a release) in order to post, share or distribute images of individuals whose images can be identified.

3. BREACH

Students and staff who do not comply with this policy and procedures may face disciplinary action, which could also result in expulsion from The Academy. Any individual concerned about another user's postings on Facebook may report it to the Principal by sending an email to principal@sbta.com.au.

The Academy may remove any posted messages that it considers to be in breach of this policy and procedures and may also block or delete anyone as a user if it considers that that the person has breached this policy.

4. DISCLAIMER

Any material on The Academy's Facebook pages has been submitted by users of those pages and The Academy does not support any views or opinions posted by a user. The Academy does not accept any responsibility whether express or implied for the accuracy, currency and completeness of any information posted on our Facebook pages.

5. SOCIAL MEDIA PRIVACY STATEMENT

The Academy may keep record of any information posted on our Facebook pages and may use that information for addressing any comments made. The Academy is not responsible for the privacy practices or content of Facebook or any linked websites. For further information contact us at info@sbta.com.au.

6. ASSOCIATED DOCUMENTS

Student Handbook
Privacy Policy and Procedures

7. RELATED STANDARDS

- Standards for NVR RTOS
- Privacy Act 1988
- Copyright Act 1968
- Fair Work Act 1968
- Sex Discrimination Act 1984
- Racial Discrimination Act 1975
- Racial Hatred Act 1995
- Work Health and Safety Act 2011
- Age Discrimination Act 2004 (Cwth)
- Disability Discrimination Act 1992
- ESOS Act 2000
- National Code of Practice 2018

8. RESPONSIBILITY

- All staff
- Students
- Agents

Approved by: Jane Koch

Position: Chief Executive Officer

Signature: *Jane Koch*

Date: 19 January 2018

<i>Version</i>	<i>Created by:</i>	<i>Date created</i>	<i>Reason for update</i>	<i>Implementation date after circulation of draft to all stakeholders</i>
1	CEO	2015	Initial creation	2015
2	CEO	Dec 2016	Updated to align with Standards	2016
3	CEO	8/9/2017	Updated to align with Standards	18 January 2018