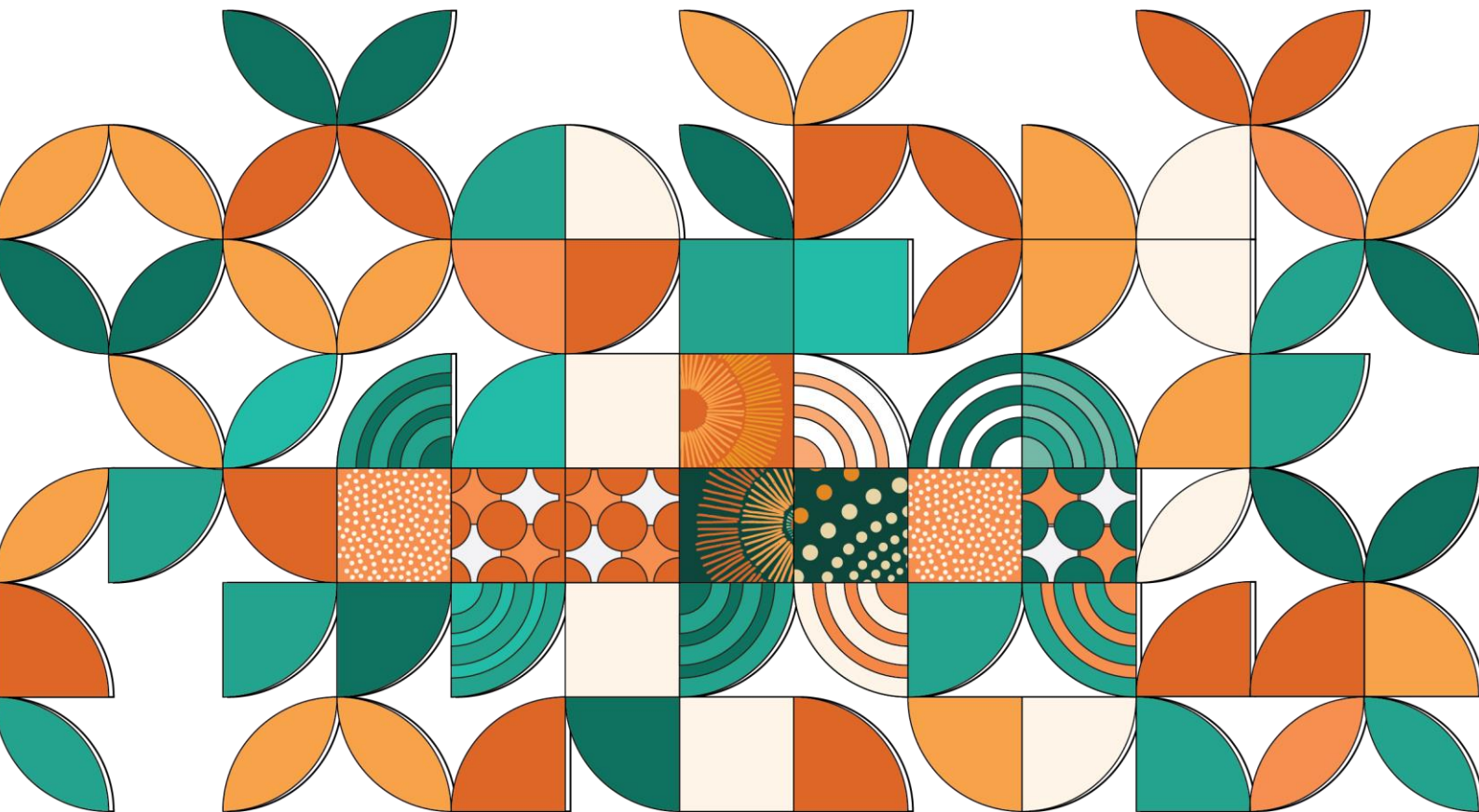


Social Media Policy



SECTION 1

1. Purpose

1.1 This policy outlines the Institute of Health and Nursing Australia (IHNA) expectations for staff, students, and affiliates regarding their use of social media platforms. It applies to any online content that could be associated with IHNA, regardless of the platform or whether it's posted on an official IHNA account.

2. Scope

2.1 This policy applies to:

- a. All staff (academic, operations and support) and advisory bodies involved in teaching and curriculum relating to IHNA offering courses and services.
- b. To all IHNA staff involved in implementing courses/services offered on campus and/or online.
- c. All on-shore international students to whom the Education Services for Overseas Students Act 2000 (ESOS Act).
- d. All students enrolled in an ongoing course of study delivered fully online or through any form of distance education that does not involve students' presence at a designated physical location.
- e. All domestic students.

3. Definitions

3.1 Refer to the Term of Glossary.

SECTION 2

4. Policy Statement

4.1 Social Media Use for Students and Staff

- a. The Department of Marketing is responsible for creating and managing IHNA's official social media accounts with clearly visible RTO code.
- b. The Institute of Health and Nursing Australia (IHNA) expects all staff, students, and affiliates to clearly identify themselves on IHNA's flagship social media accounts by using their relevant institutional designation.
- c. Everyone interacting on IHNA's official social media accounts must adhere to IHNA's policies and procedures regarding using corporate identifiers and branding requirements, as outlined in IHNA's Copyright Policy.
- d. Any unauthorised social media accounts, pages, or platforms not approved by IHNA will be investigated upon discovery and may be subject to modification or removal by the Marketing

Coordinator.

- e. Student clubs, student-run study groups, and other unofficial IHNA-related social media accounts must not:
 - i. Use the IHNA logo.
 - ii. Claim to represent IHNA.
 - iii. Violate the terms of service of the social media platform being used.
 - iv. Breaches any relevant Code of Conduct policy.
- f. All staff and students are expected to communicate professionally and follow the relevant Code of Conduct policy when using social media and associating themselves with IHNA.
- g. All staff, students, and affiliates are required to maintain confidentiality regarding any information or content that could potentially damage IHNA's reputation. Disclosing such confidential information on social media platforms is strictly prohibited.
- h. IHNA reserves the right to monitor and remove any content deemed inappropriate on official social media platforms, including comments, photos, videos, or other material. This may be done without prior notice.
- i. Staff and students using IHNA's official social media accounts must avoid posting content that is unlawful, harassing, hateful, discriminatory, profane, derogatory, sexually explicit, or includes unauthorised copyrighted content or any unapproved content in the placement facilities or any internal/external training/working place.
- j. IHNA enforces strict measures against cyberbullying and stalking behaviour as outlined in the Cyber Safety and Security Policy and Procedure, Anti-Discriminatory, Bullying, and Harassment Resolution Policy and Procedure, and the Student Complaints and Appeals Policy and Procedure.

5. Responsibility

- 5.1 While senior executives and managers will oversee this policy's administration, all IHNA directors, officers, and employees, at all levels, share the responsibility of upholding its objectives.

SECTION 3

6. Associated Information

Related Internal Documents	<ul style="list-style-type: none"> • Social Media Procedure • Cyber Safety and Security Policy • Cyber Safety and Security Procedure • Student Complaints and Appeals Policy • Student Complaints and Appeals Procedure • Anti-Discriminatory, Bullying, and Harassment Resolution Policy • Anti-Discriminatory, Bullying, and Harassment Resolution Procedure • Code of Business Conduct and Ethics • Code of Business Conduct and Ethics • Employee Relations Policy • Student Code of Conduct Policy • Student Code of Conduct Procedure • International Student Code of Behaviour
Related Legislation, Standards, and Codes	<ul style="list-style-type: none"> • National Vocational Education and Training Regulator Act 2011 • Standards for Registered Training Organisations 2015 • Education Services for Overseas Students Act 2000 (ESOS Act) • National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code) • Australian Core Skills Framework • Commonwealth Privacy Act (1988) • Victorian Information Privacy Act (2000) • Age Discrimination Act 2004 • Disability Discrimination Act 1992 • Racial Discrimination Act 1975 • Sex Discrimination Act 1984 • Copyright Act 1968
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7. Change History

Version Control		Version 1.0
Version No.	Date	Brief description of the change, incl version number, changes, who considered, approved, etc.
V.1.0	19/06/2024	Prepared and revised the draft policy