

DUNMORE LANG COLLEGE

An Affiliated Residential College at Macquarie University

Dunmore Lang College Social Media Policy

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Social Media Policy

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Dunmore Lang College Social Media Policy

Policy Title: SOCIAL MEDIA POLICY

Approved by: Dr Alasdair Murrie-West, Principal, Dunmore Lang College

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1.0 PURPOSE

To provide information and explanation of the potential implications of social media use. It is primarily designed to ensure members of the Dunmore Lang College community are familiar with these implications and have a guide to appropriate and acceptable use of social media in the context of Dunmore Lang College.

2.0 OVERVIEW

Dunmore Lang College is committed to providing an environment free from all forms of discrimination and harassment/bullying including those caused due to social media use. Members of the Dunmore Lang College community and all visitors are also bound by Macquarie University Policy Guidelines, State and Federal Laws.

3.0 DEFINITION

Social media refers to communication methods via digital platforms that are used to share opinions, insights, experiences and perspectives via written comments, shared images, video or audio files. Social media platforms include, amongst others, blogs, Snapchat, LinkedIn, Pinterest, Instagram, Wikipedia, Facebook, Twitter, MySpace, Flickr and YouTube.

4.0 SCOPE

Social Media is an increasingly prevalent, effective and powerful method of communication and social media is an integral part of modern life. Dunmore Lang College acknowledges that the College, its students, staff, conference guests and contractors while onsite or engaged with the College use social media in both personal and professional capacities. In turn, the College also seeks to engage with its students, alumni and the broader community through social media. As such, social media can blur the lines between personal and professional expression and all members of the College must carefully consider their conduct online, so as to preserve and protect their individual reputations and the reputation of the College.

While social media creates new tools, the same policies, laws, professional expectations, and guidelines for interacting within and outside the College community apply online in the same way as they do to other forms of communication. The College community remains responsible for following the same behavioural standards when using social media, including the Dunmore Lang College Student Code of Conduct, College Handbook, Macquarie University policies and regulations and other policies as well as State and Federal Legislation.

5.0 GUIDELINES

In addition to College behavioural expectations, the rules of basic common courtesy and legal requirements - the following principles provide some additional guidance which are particularly relevant to the use of social media:

- 5.1 Be genuine, credible and respectful.
- 5.2 *Remember no social media environment is the same.* Ensure that you are aware of and understand the distinctions and accepted communication style of each tool, before you begin posting.

- 5.3 *Remember to post appropriately as social media content is easily spread.* If you would decide not to shout something out to a room full of people, you shouldn't post it online either.
- 5.4 *Maintain confidentiality.* Don't share any confidential, private or sensitive information through social media. Only provide information that is publicly available, and do not comment on or disclose any confidential or sensitive information.
- 5.5 *Do not use social media to harass, vilify, bully or discriminate against any individual.*
- 5.6 *Protect your own safety and privacy.* Before broadcasting information of your location and activities, consider your own privacy and safety. Ensure that you are aware of and understand the privacy settings you have set for social media sites that you use and set them to protect your privacy and safety.
- 5.7 *Be aware of liability.* What you post online is your responsibility. Post carefully and after considering your liability in doing so. Be aware that any instance of breaching copyright laws is unlawful.
- 5.8 *Consider how your posts might affect other people.* If you post something derogatory, negative or inflammatory about another person or group on a social media site, you need to consider the potential affect it might have especially given the whole community will be reading it. If it is something that you would not consider saying to someone personally then you should not post it.
- 5.9 *Think about in what capacity you are posting.* Give thought to the capacity in which you are posting and be sure to differentiate between your roles if you hold more than one. If you are acting in your personal capacity rather than your work capacity, ensure that is made clear.
- 5.10 *Use your online posting to promote the College and not to damage it in any way.*
- 5.11 *Something posted on a social media site is a written communication,* and the same legal ramifications can result, such as breach of privacy or confidentiality, defamation or trade practices/fair trading violations. As it is written in a permanent forum, it will always be able to be accessed and has the same evidentiary value as a more formal, hard copy communication.

6.0 COLLEGE HARASSMENT CONTACTS

STAFF:

Dr. Alasdair Murrie-West, Principal, Dunmore Lang College

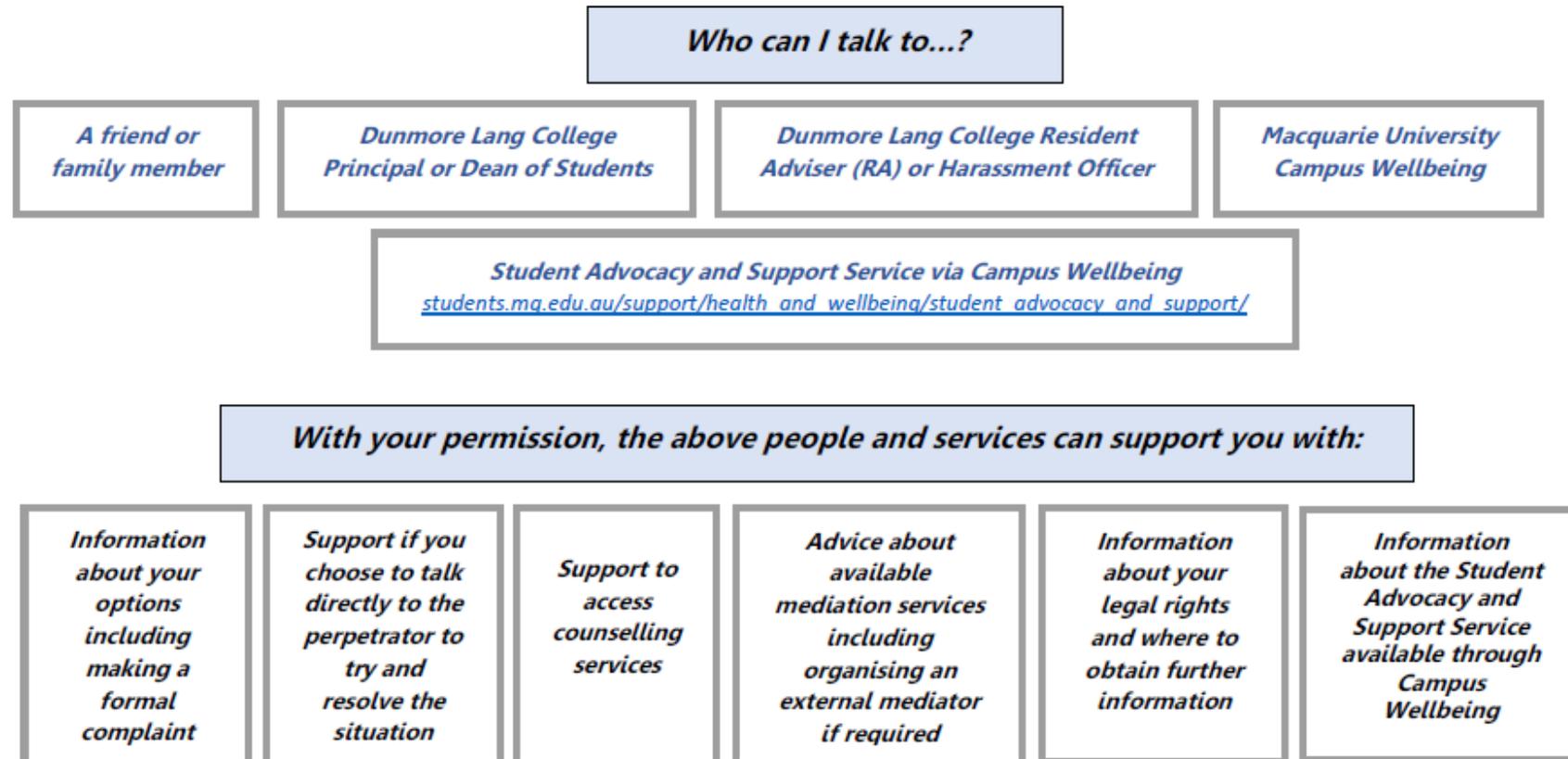
Ms Liza Allen, Dean of Students

Ms Joanne Dunwell, Business Manager

Social Media Policy Action Chart

Dunmore Lang College is committed to providing a respectful and inclusive community for all residents: Discrimination and Harassment will not be tolerated in our community. All complaints are taken seriously and dealt with as confidentially as possible and with the aim of mediating a mutually respectful resolution. We will only act with your permission and if appropriate, a complaint may be referred to an external mediator or agency for assistance and support.

If evidence of a breach has been established but no complaint is made, the College reserves the right to implement education and awareness programmes to address the issue at a whole of community level.



The College respects the rights of individuals to make their own decisions and we will support you in whichever course of action you choose to take. This can include choosing not to take formal action however, we strongly recommend you seek advice about your options and the services available first. There is always an opportunity to come back to the issue at a later date.