

## PROCEDURE C16.1-P16.1

### SOCIAL MEDIA (WORKERS AND STUDENTS)

#### 1.0 INTRODUCTION

##### 1.1 Related Policy

Social Media Policy (Workers and Students)

##### 1.2 Purpose

This procedure sets out the processes associated with the management of the Scentia social media platforms and expectations of workers and students regarding social media participation while employed by Scentia or enrolled in any courses associated with the Scentia Group.

##### 1.3 Scope

This policy applies to:

- all non-academic and academic workers of Scentia Group whether full-time or fractional, continuing, fixed-term, or casual;
- members of Scentia, AIM and ACHW Boards;
- volunteers who contribute to Scentia's activities;
- all enrolled students.

This group will be referred to as “workers and students” throughout this document.

##### 1.4 Scope Exceptions

None.

#### 2.0 RESPONSIBILITIES

1. The Head of People and Culture is responsible for the:
  - a. implementation and review of this Policy and Procedure; and
  - b. communication of the Policy and Procedure to all Scentia non-academic staff.
2. The Head of People and Culture is responsible for the communication of the Policy and Procedure to all Workers.
3. The Executive Directors are responsible for the communication of the Policy and Procedure to students.

4. The Marketing Business Unit is responsible for:
  - a. managing Scentia's social media platforms; and
  - b. community management platforms.
5. Workers and students can report potential breaches to the Chief Marketing Officer and Head of People and Culture (for workers) or Executive Directors (for students).

## 3.0 PROCEDURE

### 3.1 Official use of Scentia Group Social Media Platforms

1. Scentia Group's social media platforms include, but are not limited to Facebook, X (formerly Twitter), Instagram, LinkedIn, Google+, YouTube and TikTok.
2. Posts to the Scentia Group social media platforms are for Official Use only.
3. The Marketing Business Unit is fully responsible for community management on all Scentia social media platforms. This includes responding to questions and comments on behalf of Scentia, participating in conversation with social community, setting up private groups etc.
4. Workers and students may be asked to participate in social content - quotes, interviews, posting, sharing etc. This decision will be up to the worker or student.
5. If a response from a worker or a student to any community members' questions or comments is required, it will be scripted in conjunction with the marketing team.
6. Workers and students are encouraged to 'like' and 'share' content posted by Scentia and its subsidiaries.
7. Workers who wish to comment in a positive manner on a Scentia social media platform, must share the Scentia content to their personal account and then add comments within their own network. This is to ensure Scentia Group workers are not accidentally confused as students or members of the public on the Scentia Group and related subsidiary accounts.

### 3.2 Personal Social Media Use

1. Scentia Group understands that Scentia workers and students may be involved in the social media community in some capacity.
2. Workers and students should ensure that personal comments do not bring Scentia Group, Scentia Group workers or students into disrepute, or are in any way unkind.
3. Workers and students should not imply that any personal comments are endorsed by the Scentia Group or its subsidiaries.

4. Workers are responsible for exercising careful and appropriate judgement when posting content onto any social media platform, and are required to:
  - a. Use academic freedom and the other freedoms offered to workers and students responsibly, honestly, and with respect for the position, rights, and freedoms of others.
  - b. Not make comments on behalf of the Scentia Group except with express authorisation to do so.
  - c. If making comments in a particular capacity (for example as a delegate, representative, or member of an organisation) clearly disclose that capacity and distinguish it from the Scentia Group's position.
  - d. Keep a clear distinction between personal use and professional use.
  - e. If making comments personally, be honest about identity, any personal interests, and affiliations, and make it clear that views expressed are personal and not those of the Scentia Group.
  - f. Not use Scentia Group or subsidiaries name or logo/imagery in the name of any non-Scentia Group's official social media account.
5. Workers use of social media for personal use while at work should be kept to a minimum.

### **3.3 Other Factors to Consider**

1. When using social media, workers and students should remember:
  - a. all information exchanged within social media networks online or otherwise falls within the public domain (even if a profile is listed as 'private');
  - b. not to rely on anonymity or pseudonyms for protection and prevention of potential breaches;
  - c. liking, sharing or commenting on a post could be seen to be endorsing the content or author;
  - d. a site's security setting should never be relied on to protect or keep material private;
  - e. any online content can eventually be traced back to an individual, and their employment details revealed;
  - f. online comments are available immediately to a wide audience. They effectively last forever and may be copied and shared endlessly and out of context.

### **3.4 Policy non-compliance**

1. Potential breaches are reported to the Chief Marketing Officer and Head of People and Culture (for workers) or Executive Directors (for students).

### **3.5 Monitoring and managing issues**

1. The Marketing business unit is responsible for monitoring and escalating any issues related to the Scentia Group Social Media accounts. Issues include but are not limited to:
  - a. Significant negative commentary.
  - b. High-risk comments or posts (threats, bullying and harassment, discrimination, discussions of illegal activity).
  - c. Non-compliant comments or posts (in breach of Scentia Group policies and procedures or laws).
2. The Marketing business unit may remove any comments or posts or 'lock' posts to prevent further commentary. Serious issues or concerns relating to safety and wellbeing may be reported to the police.

## 4.0 DEFINITIONS

- **Community Management** - is about increasing goodwill towards the brand, building its reputation and establishing trust & authority within the online community. Good community management
  - focuses on developing, maintaining and nurturing great customer relationships and
  - responds to complaints and engages with the brand's online community.
- **Official use** - use by persons authorised as Scentia Group spokespersons and representatives for official purposes who are permitted to post content within the approved scope on Scentia social media channels.
- **Personal use** - means private use, at work or at home, that does not occur at the direction of the Scentia Group. It includes, for example, posting on a personal Facebook 'wall', writing and sharing a blog post from a personal blog, and sharing photographs taken with a personal device.
- **Social Media** - websites, online platforms, and online applications that are designed to allow information to be created, shared, discussed and disseminated. Social Media include the sites, tools, channels and platforms used to publish user-generated content (which can be the form of information or opinions) and promote social connections and conversations. Social Media may include but is not limited to:
  - Social networking sites (e.g.: Facebook, LinkedIn)
  - Video and photo sharing website (e.g.: YouTube, Instagram)
  - Enterprise tools (e.g.: Yammer, Microsoft Teams, SharePoint)
  - Blogs, including corporate blogs, personal blogs or blogs hosted by media publications.
  - Micro-blogging sites (e.g.: Twitter)
  - Forums and discussion boards (e.g.: Google groups, Whirlpool)

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- Wikis and online collaboration tools (e.g.: Wikipedia)
  - Vod and podcasting
  - Email and instant messaging
  - Virtual communities (e.g.: Second Life)
  - Apps or applications (e.g.: SnapChat, WhatsApp, WeChat)
  - Any other websites that allow individual users or organisations to post comments to the web.
- **Workers** - employees, contractors, agency staff, labour hire staff, people on work experience, sub-contractors, volunteers, trainees and outworkers.

## 5.0 REFERENCES AND ASSOCIATED INFORMATION

- Social Media Policy (Staff and Students)
- Fair Work Act (2009)
- Acceptable Use of Information and Communication Technology Facilities for Staff Policy
- Copyright and Intellectual Property Policy
- Discipline and Termination Policy
- Freedom of Intellectual Inquiry and Expression Policy
- Managing Inappropriate Student Behaviour Procedure
- Privacy of Staff Information and Records Policy
- Privacy of Student Information and Records Policy
- Student Code of Conduct
- Staff Code of Conduct
- Age Discrimination Act 2004
- Copyright Act 1968
- Disability Discrimination Act 1992
- Racial Discrimination Act 1975
- Privacy Act 1988 (Cth)
- Sex Discrimination Act 1984
- Telecommunications Act 1997

## 6.0 POLICY/PROCEDURE OWNERSHIP

Policy Owner	Head of People and Culture
Status	Reviewed on October 2024
Approval Authority	Scentia Corporate Board
Date of Approval	29 October 2024
Effective Date	11 November 2024
Implementation Owner	Head of People and Culture
Maintenance Owner	Head of Compliance
Review Due	October 2027
Content Enquiries	Liz Douglas - Head of People and Culture Email: <a href="mailto:ldouglas@scentia.com.au">ldouglas@scentia.com.au</a>

## 7.0 AMENDMENTS

Version	Amendment Approval (Date)	Amendment Made By (Position)	Amendment Details
C16.0-P16.0	21 October 2021	Head of People and Culture	<p>Procedure separated from Policy. New template.</p> <p>Expanded scope to include Board members, volunteers and students.</p> <p>Grouped and provided more detail to procedure steps.</p> <p>Definitions, References and Procedure ownership updated.</p>
C16.1-P16.1	29 October 2024	Head of Compliance	<p>Minor edits to improve clarity. Replace the term “staff” with “worker”. The process was added to manage and monitor issues.</p>