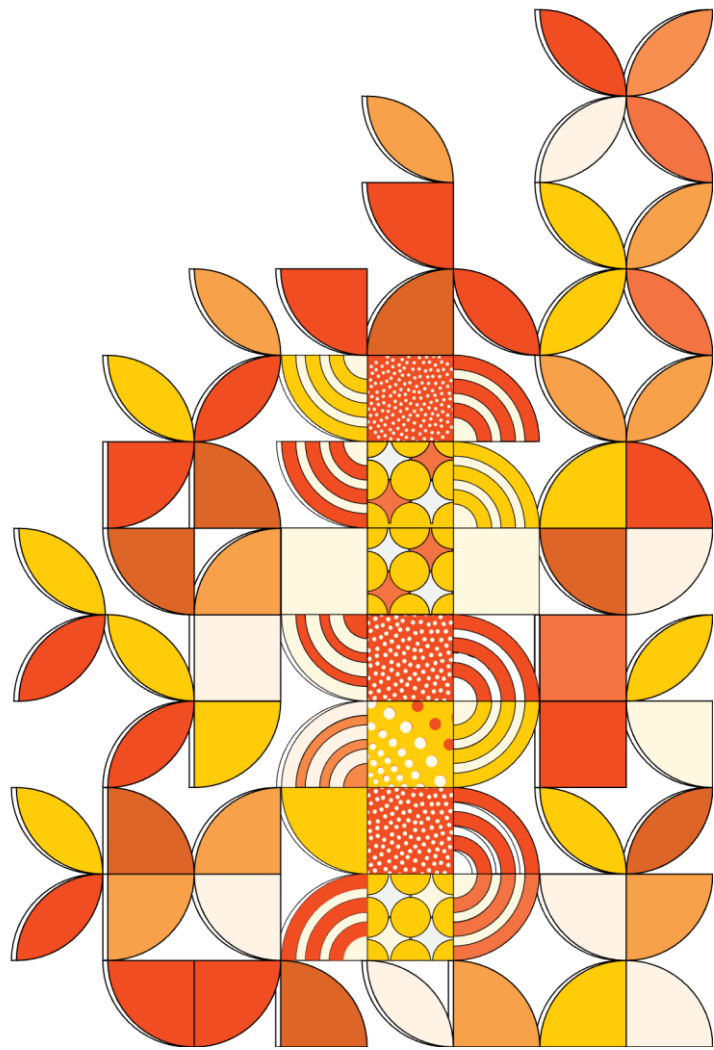


# Social Media Policy



## SECTION 1

### Purpose

1. The purpose of this policy is to establish clear guidelines for the Institute of Health & Management (IHM) regarding the expectations placed on its staff, students, and affiliates concerning the publication or posting of content, opinions, and other contributions on social media platforms.
2. This policy outlines the appropriate use of social media by staff, students, and affiliates of IHM. It aims to ensure that all interactions on IHM's social media platforms are professional, respectful, and comply with the institution's policies and procedures.

### Scope

3. This policy applies:
  - a) When there is an identifiable connection with the IHM, irrespective of whether the post appears on an IHM's flagship social media account.
  - b) This policy applies to all staff, students (international, domestic, online), and affiliates of IHM who engage with IHM's social media accounts, whether officially managed by IHM or unofficially associated with IHM.

### Definitions

4. Definitions for key terms are presented in the [Glossary of Terms](#).

### Suite Documents

5. This policy is linked to the following documents:
  - a) Social Media Procedure
  - b) See Associated Information listed in the 'Related Internal Documents' in Section 4 below.

## SECTION 2

### Policy

#### 5.1 Identification and Branding

- 5.2 All staff, students, and affiliates must clearly identify themselves using their relevant institutional designation when engaging with IHM's flagship social media accounts.
- 5.3 Compliance with the organisation's policies and procedures regarding the Use of Corporate Identifiers and other branding requirements, as detailed in the Copyright Policy and Procedure, is mandatory.

## **6. Unauthorised Accounts**

6.1 Any unauthorised social media accounts, pages, or platforms detected will be examined and could be altered or removed by the Marketing Coordinator.

## **7. Unofficial Social Media Accounts**

7.1 Unofficial IHM-related social media accounts, such as student clubs and student-administered study groups, must refrain from using the IHM logo.

7.2 These accounts must also refrain from claiming to represent the Institute.

7.3 Such accounts must also comply with social media platform terms and conditions, as well as any relevant Code of Conduct policies.

## **8. Professional Conduct**

8.1 All staff, students, and affiliates must communicate in a professional manner when using social media.

8.2 They must adhere to the relevant Code of Conduct Policy and Procedure when associating themselves with IHM on social media.

## **9. Confidentiality and Reputation**

9.1 Confidential information or content that may potentially tarnish IHM's reputation must not be disclosed on social media platforms by any staff, student, or affiliate.

## **10. Monitoring and Content Removal**

10.1 IHM reserves the right to monitor any content posted on official social media platforms.

10.2 Inappropriate content may be removed by IHM without notice

## **11. Prohibited Content**

11.1 Staff and students using IHM's flagship accounts must not post content that is unlawful, harassing, hateful, or discriminatory.

11.2 This includes avoiding profanity, derogatory remarks, sexually explicit material, and unauthorized use of copyrighted content.

## **12. Cyber Safety and Security**

12.1 Strict measures will be enforced against cyberbullying and stalking as detailed in the Cyber Safety and Security Policy and Procedure and the relevant Code of Conduct.

### 13. Breach of Policy

13.1 Any breach of this policy may result in disciplinary action in accordance with IHM's policies and procedures.

## SECTION 3

### Roles and Responsibilities

14. Marketing Department is responsible for creating and managing IHM's flagship social media accounts.
15. Head of Marketing and Sales is responsible for approving the development of new official institutional social media accounts.
16. Marketing Coordinator is authorised to examine and take down unauthorised social media accounts, pages, or platforms.
17. Staff and students are responsible for:
  - a) Ensuring that their social media activity does not interfere with their work responsibilities.
  - b) Not using IHM's social media accounts for personal gain or to promote personal projects.
  - c) Reporting any inappropriate content or behaviours on IHM's social media platforms to appropriate authority.

## SECTION 4

### Associated Information

<b>Related Internal Documents</b>	Bullying and Harassment Policy Bullying and Harassment Procedure Code of Conduct policy Cyber Safety and Security Policy Cyber Safety and Security Procedure Social Media Procedure
<b>Related Legislation, Standards, and Codes</b>	<a href="http://vic.gov.au">Victoria's Cyber Strategy   vic.gov.au (www.vic.gov.au)</a> Commonwealth Privacy Act (1988) <a href="#">Victorian Information Privacy Act (2000)</a> <a href="#">Age Discrimination Act 2004</a> <a href="#">Disability Discrimination Act 1992</a> <a href="#">Racial Discrimination Act 1975</a> <a href="#">Sex Discrimination Act 1984</a> <a href="#">Copyright Act 1968</a>
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## Change History

<b>Version Control</b>		
<b>Change Summary</b>	<b>Date</b>	<b>Short description of change, incl version number, changes, who considered, approved etc.</b>
Version 1.0	02/08/2024	New Policy