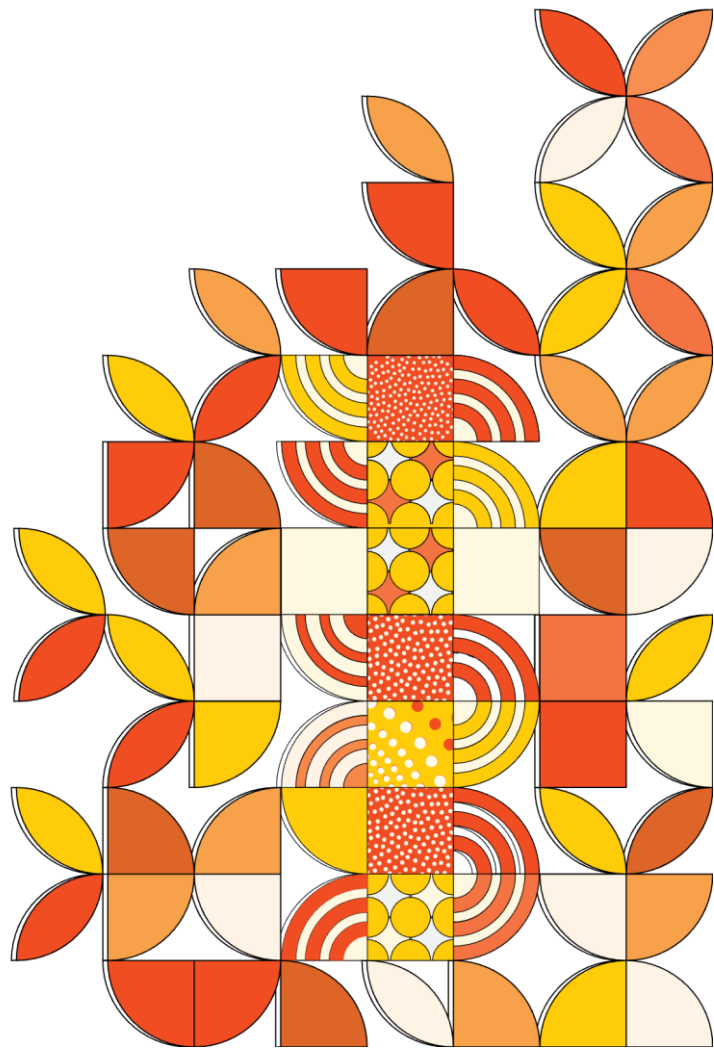


# Social Media Procedure



## SECTION 1

### Purpose

1. This procedure outlines the steps and responsibilities for managing and monitoring social media accounts associated with the Institute of Health and Management (IHM). It ensures compliance with the social media Policy and addresses any issues related to social media conduct.

### Scope

2. This procedure applies to:
  - 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 procedure 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

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

### Suite Documents

4. This policy is linked to the following documents:
  - a) Social Media Policy
  - b) See Associated Information listed in the 'Related Internal Documents' in Section 3 below.

## SECTION 2

### Procedures

#### 5. **Managing and Monitoring of Social Media Accounts**

- 5.1 The Head of Marketing and Sales must approve the development of any official institutional social media accounts or channels that will be added apart from the existing IHM's flagship social media accounts.
- 5.2 All IHM's flagship social media accounts are audited annually by the Marketing Coordinator and any of the related accounts that do not meet the adequate standard are disabled by the Marketing Coordinator.

- 5.3 Any unauthorised accounts or pages will undergo an annual review. If unauthorised accounts are discovered, the Marketing Coordinator has the authority to modify or remove them within 5 working days.
- 5.4 All Social Media content and comments that are linked to IHM (including the IHM’s Flagship social media account) must comply with the guidelines mentioned in the Social Media Policy. Any social media content containing disturbing material, including identifiable individuals, will be removed and blocked by the Marketing Coordinator.
- 5.5 All IHM’s flagship social media accounts and its passwords are centrally managed via the Marketing Coordinator, and any changes to the administrator (i.e., Marketing Coordinator) necessitate a change in the passwords for all existing IHM’s flagship social media accounts.

**6. Addressing Social Media Misconduct: Reporting and Complaint**

- 6.1 Any concerns or grievances regarding the use of social media, such as threats, harassment, bullying, or illegal activity, the Marketing Coordinator is the first point of contact who will then refer to established protocols outlined in the Code of Conduct, Bullying and Harassment, or Copyright Policy, as relevant to the reported issue. Resolutions will be sought within 5 business days.
- 6.2 Any applications, concerns or grievances regarding the use of the institution’s name or logo should be reported to the Marketing Coordinator. Resolutions will be sought within 5 business days.
- 6.3 Any member of the institution who encounters a suspected fraudulent social media account falsely claiming to represent the Institute of Health and Management (IHM) should promptly report such suspicions to the Marketing Coordinator. Resolutions will be sought within 5 business days.

**SECTION 3**

**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 Policy
<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

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