

INTERNET, EMAIL & SOCIAL MEDIA GUIDELINES

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Contents

1. Purpose.....	2
2. Scope	2
3. Definitions	2
4. Internet Guidelines.....	2
5. Email Guidelines	2
6. Professional Use of Social Media	3
7. Private / Personal Use of Social Media.....	4
8. Document Change Control	5

1. Purpose

The purpose of these guidelines are to:

- Outline the procedures for assessing the College’s needs for internet, email and social media;
- Ensure clear understanding of the responsibilities of users and management; and
- Provide guidelines for the acceptable usage of internet, email and social media.

2. Scope

This policy also applies to all employees, contractors and sub-contractors of APIC who:

- have an active profile on a social or College networking site such as LinkedIn, Facebook, MySpace, Bebo, Friendster or Twitter;
- Write or maintain a personal or College’ blog; and/or
- Post comments on public and/or private web-based forums or message boards or any other internet sites.

3. Definitions

Item	Definition
<i>Social Media</i>	Includes all internet-based publishing technologies. Most forms of Social Media are interactive, allowing authors, readers and publishers to connect and interact with one another. The published material can often be accessed by anyone. Forms of Social Media include, but are not limited to, social or College networking sites (i.e. Facebook, LinkedIn), video and/or photo sharing websites (i.e. YouTube, Flickr), College/corporate and personal blogs, micro-blogs (i.e. Twitter), chat rooms and forums and/or Social Media.

4. Internet Guidelines

The internet is provided by APIC for College use. Limited private use is permitted if the private use does not interfere with a person’s work and that inappropriate sites are not accessed e.g. pornography, gambling and the like. Management has the right to access the system to check if private use is excessive or inappropriate.

Failure to comply with these instructions is an offence and will be subject to appropriate investigation. In serious cases, the penalty for an offence, or repetition of an offence, may include dismissal. Staff need to be aware that some forms of internet conduct may lead to criminal prosecution.

5. Email Guidelines

- Email facilities are provided for formal College correspondence.

- Take care to maintain the confidentiality of sensitive information.
- Limited private use of email is allowed if it doesn't interfere with or distract from an employee's work. However, management has the right to access incoming and outgoing email messages to check if an employee's usage or involvement is excessive or inappropriate.
- Non-essential email, including personal messages, should be deleted regularly from the 'Sent Items', 'Inbox' and 'Deleted Items' folders to avoid congestion.
- All emails sent must include the approved College disclaimer.

To protect APIC from the potential effects of the misuse and abuse of email, the following guidelines are for all users:

- No material is to be sent as email that is defamatory, in breach of copyright or College confidentiality, or prejudicial to the good standing of the College in the community or to its relationship with staff, customers, suppliers and any other person or organisation with whom it has a relationship.
- Email must not contain material that amounts to gossip about colleagues or that could be offensive, demeaning, persistently irritating, threatening, and discriminatory, involves the harassment of others or concerns personal relationships.
- The email records of other persons are not to be accessed except by management (or persons authorised by management) ensuring compliance with these guidelines, or by authorised staff who have been requested to attend to a fault, upgrade or similar situation. Access in each case will be limited to the minimum needed for the task.
- When using email, a person must not pretend to be another person or use another person's computer without permission.
- Excessive private use, including mass mailing, "reply to all" etc. that are not part of the person's duties, is not permitted.
- Failure to comply with these instructions is a staff code of conduct and will be investigated. In serious cases, the penalty for breaches or repetition of an offence, may include dismissal.

6. Professional Use of Social Media

APIC expects its employees to maintain a certain standard of behaviour when using Social Media for work or personal purposes.

No employee, contractor or sub-contractor of APIC is to engage in Social Media as a representative or on behalf of APIC unless they first obtain APIC's written approval.

If any employee, contractor or sub-contractor of APIC is directed to contribute to or participate in any form of Social Media related work, they are to act in a professional manner at all times and in the best interests of APIC.

All employees, contractors and sub-contractors of APIC must ensure they do not communicate any:

- Confidential Information relating to APIC or its clients, College partners or suppliers;
- Material that violates the privacy or publicity rights of another party; and/or
- Information, (regardless of whether it is confidential or public knowledge), about students, College partners or suppliers of APIC without their prior authorisation or approval to do so; on any social or College networking sites, web-based forums or message boards, or other internet sites.

Confidential Information includes any information in any form relating to APIC and related bodies, clients or organisations which is not in the public domain.

7. Private / Personal Use of Social Media

APIC acknowledges its employees, contractors and sub-contractors have the right to contribute content to public communications on websites, blogs and College or social networking sites not operated by APIC. However, inappropriate behaviour on such sites has the potential to cause damage to APIC, as well as its employees, clients, College partners and/or suppliers.

For this reason, all employees, contractors and sub-contractors of APIC must agree to not publish any material, in any form, which identifies themselves as being associated with APIC or its clients, students, partners or suppliers.

All employees, contractors and sub-contractors of APIC must also refrain from posting, sending, forwarding or using, in any way, any inappropriate material including but not limited to material which:

- Is intended to (or could possibly) cause insult, offence, intimidation or humiliation to APIC or its clients, College partners or suppliers;
- Is defamatory or could adversely affect the image, reputation, viability or profitability of APIC, or its clients, student, partners or suppliers; and/or
- Contains any form of Confidential Information relating to APIC, or its clients, students, partners or suppliers.

All employees, contractors and sub-contractors of APIC must comply with this policy. Any breach of this policy will be treated as a serious matter and may result in disciplinary action including termination of employment or (for contractors and sub-contractors) the termination or non-renewal of contractual arrangements.

Other disciplinary action that may be taken includes, but is not limited to, issuing a formal warning, directing people to attend mandatory training, suspension from the workplace and/or permanently or temporarily denying access to all or part of APIC's computer network.

8. Document Change Control

Version	Change Description	Date	Author
1.0	Put in new policy format	16 December 2016	Corinne Green