Social Media Guidelines and Facebook Rules for Students and Staff of National College Australia (RTO ID 91000)

General Social Media Guidelines

Use of Social Media and Responsibilities

National College Australia (NCA) supports and encourages constructive, open dialogue and the exchange of ideas between staff and students at all levels within the organisation and beyond. Social media is one communication platform amongst other modes of communication NCA staff and students can participate in, and we have established social media and any other online communication protocols, responsibilities and code of conduct to understand and follow at all times.

Official vs Unofficial Use

Official Use means the use of social media under the banner of NCA for the purpose of your role via NCAs supported digital and technology platform, via NCAs web supported environment or through an external partners or an external providers site.

Unofficial Use means the personal use of social media outside NCAs environment and not for the purpose of your role. Please note, if you represent yourself as a staff member of NCA and or discuss matters relating to NCA in the public space you may be held accountable for any comments that breach NCAs policies and procedures.

For your reference and understanding, links to NCAs policies and conditions are provided below:

Terms & Conditions
Privacy Policy
Consumer Protection Policy
Complaints and Appeals

In situations where you are publishing content on NCAs related topic to your own social media pages such as Facebook, LinkedIn, Twitter, Instagram or YouTube, and followers are aware you are a staff member or a student of NCA, it is important to use a disclaimer like:
'The postings on this site are my own opinions and views and do not necessarily represent the views or opinions of National College Australia'.

Your Responsibility (Staff and Students of NCA)

Please note, ultimately what you post and share is your responsibility. Whilst NCA respects the rights of staff and students to participate in social media, you will be held accountable for anything you publish (on official and unofficial social media sites) that breaches any NCA policies.

Social Media Code of Conduct - Guidelines for Staff and Students

We have adopted many of (communicationscouncil.org.au)'s social media guidelines for NCA Staff and Students to note, and follow at all times.

1. **Public vs Private:** Many items published in social media are publicly accessible and it is difficult to guarantee that sites are fully private. As such, before you post anything be mindful that what you post can be read by anyone, anywhere and at any time. Always exercise good judgement when posting and be aware that inappropriate conduct can negatively affect NCA, yourself and others.

2. **Be transparent:** You should be open, honest and transparent about who you are, your views and what you post is not misleading or deceptive as this contravenes Section 18 of the Australian Consumer Law, and that what you post is not false or make misleading representations like false claims or testimonials which is prohibited by Section 29 of the Australian Consumer Law.

3. **Be accurate:** Any posts made should be accurate and factual. If you make a mistake, this is OK as long as it is corrected promptly.

4. **Be professional:** Always act in a professional and constructive manner and use sound judgement before posting. Always be polite and respectful of individuals' opinions, especially when discussions become heated. Also show proper consideration for other people's privacy.

5. **Be fair and respectful:** NEVER post malicious, misleading or unfair content about NCA, NCA staff members, other students or representatives.
   a. DO NOT post content that is obscene, defamatory, threatening or discriminatory to an individual, brand or entity.
   b. DO NOT post comments that you would not say directly to another person and consider how other people might react before you post.
   c. Be authentic, constructive and respectful.

6. **Be aware of confidentiality**: Only reference information that is publicly available. Do not disclose any information that is confidential or proprietary to NCA, staff and students or any third party that has confidentially disclosed information to you.

NCAs Rights

On any social media platforms managed by NCA, we reserve the right to edit, delete, reject or remove any content (including comments, images, videos and other digital content) which you post and share that breaches NCA policies.

If you believe that content posted by a NCA staff member or student is inappropriate or has in some way breached these guidelines and or NCAs policies, please contact the Head of Marketing for review.

Moderation of Social Media & Online Communication Platforms

All official sites managed by NCA will be reviewed on a regular basis to check that published content is in accordance with the Social Media Guidelines and Facebook Rules. If any reviewed content breaches any of the stated guidelines and rules, recommendations will be made to remove the content, page or the site itself.

Moderation activities will be adhered to the following guidelines:

- All sites managed and administered by NCA will be monitored regularly.
- All sites will contain clear moderation guidelines in line with the Social Media Guidelines and Rules for Facebook and be clear on what will and will not be tolerated on the site.
- Hide or remove any discriminatory, defamatory or offensive posts or comments as soon as possible.
- Advise the Head of Marketing of any issues that breach guidelines and code of conduct.
- Respond to enquiries or comments in a timely manner (usually within 24 hours of comments or messages received).
- Always maintain a polite and respectful tone regardless of the comment.
- Remove any advertisements or inappropriate posts from others as soon as possible.
- All Facebook Groups for Students will be moderated by an appointed NCA Community Manager and will report to the Head of Marketing of any issues or breaches.

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