

Responsible Use of Social Media Policy

Policy Number	ORG09
Version	Version 1.0
Approving Authority	Executive team
Date Implemented	March 2025
Date of Next Review	January 2028
Responsible Officer	Director, People and Culture
Related Policies, Procedures and Documents	<ul style="list-style-type: none"> • NIDA Staff Code of Conduct • Anti-Discrimination, Bullying & Harassment Policy • Privacy Policy • Grievance Resolution Policy • Non-Academic Complaints and Appeals for Students Policy • Performance Improvement and Misconduct Policy • Student Misconduct Policy • NIDA Student Charter incorporating Student Code of Conduct • Sexual Misconduct and Gendered Violence Prevention and Response Policy • Surveillance Policy • Work Health and Safety Policy • Academic and Artistic Freedom Policy

1. Purpose

The purpose of this Policy is to:

- 1.1.1 Clearly establish who has access to and authority to use NIDA's official social media platforms and the terms on which that access and use is granted.
- 1.1.2 Clearly establish standards of conduct and communication that authorised employees must meet when accessing and using NIDA's social media platforms.
- 1.1.3 Clearly establish standards of conduct and communication that students must meet when accessing and using social media platforms for the purpose of engaging with NIDA cohorts, NIDA students and communicating around NIDA projects.
- 1.1.4 Ensure that all NIDA communication via social media with stakeholders, the media and other external sources is consistent, appropriate, accurate, timely and is authorised to be released (i.e. is not confidential or expressing a political view).
- 1.1.5 Provide rules for conduct when using social media profiles where any reference, whether direct or indirect, is made to NIDA, including outside of work hours.
- 1.1.6 Prevent unauthorised creation and usage of social media profiles.
- 1.1.7 Provide clarity to staff about how to conduct themselves in their social media activity.
- 1.1.8 Provide guidelines for authorised use of social media (including official and unofficial use) pertaining to NIDA.

2. Scope

This policy applies to all students, permanent employees and casual employees of NIDA whilst they are working for or representing NIDA in any capacity and includes contractors and volunteers.

3. Principles

3.1 At NIDA, we recognise the power of social media in fostering engagement, promoting academic and artistic expression, and connecting with our audiences and communities. Our Responsible Use of Social Media Policy is guided by the following principles:

- 3.1.1 Respect & Inclusivity – Upholding diversity, accessibility, and cultural sensitivity in all interactions.
- 3.1.2 Authenticity & Integrity – Ensuring honest, transparent, and ethical communication.
- 3.1.3 Professionalism & Accountability – Maintaining professionalism and distinguishing personal views from official organisational content.
- 3.1.4 Community Engagement & Moderation – Encouraging open dialogue while moderating harmful or inappropriate content.
- 3.1.5 Confidentiality & Privacy – Protecting sensitive information and adhering to privacy regulations.
- 3.1.6 Crisis & Issue Management – Managing social media communications responsibly in times of controversy or crisis.

By adhering to these principles, we ensure that our social media presence aligns with our values, supports our artistic community, and upholds the integrity of NIDA.

4. Policy

4.1. General

- 4.1.1. This Policy provides the rules governing the use of personal and professional email, messaging platforms, social media, and communications.
- 4.1.2. NIDA recognises that email, messenger services, the internet, and social media can be an efficient means of communication, a valuable form of branding and relationship building, which allows us to establish and maintain relationships with the NIDA community and the public.
- 4.1.3. NIDA recognises that while email, internet and social media can serve a useful function, if improperly used, they can result in students, employees and/or other professional relationships being harmed; confidential, personal and/or sensitive information being disclosed; and/or defamation and copyright issues being created.

It is essential that it is understood that communications and behaviour over these mediums can be easily circulated in a public forum. Communications must be managed carefully and must be consistent with our brand guidelines and other policies including but not limited to the NIDA Staff Code of Conduct and Anti-Discrimination, Bullying and Harassment Policies.

- 4.1.4. It is essential that students understand that communications and behaviour over these mediums can be easily circulated in a public forum. Communications around NIDA activities and class/project communication groups must be considered carefully and must be consistent with NIDA's Student Charter incorporating the Code of Conduct, Anti-Discrimination, Bullying and Harassment Policy, Sexual Misconduct and Gender-Based Violence Prevention and Response Policy, Privacy Policy and Student

Misconduct Policy.

- 4.1.5. Students and staff must not use NIDA branding or the NIDA name for unofficial social media platforms. Any use of NIDA brand must have official approval. They must not represent themselves as an agent and/or representative of NIDA and/or discuss matters relevant or relating to NIDA in the public sphere unless they have permission from the NIDA Marketing and Communications Department to do so.
- 4.1.6. Members of NIDA staff must consider the perception of their connection to NIDA (especially if they are in a senior teaching or professional / managerial roles), and whether their communication in a personal capacity may damage NIDAs reputation, not be in keeping with NIDAs strategy or the NIDA Staff Code of Conduct.

4.2. Authorised use – official and unofficial

- 4.2.1. Official use: 'Official use' of NIDA's social media refers to authoring content for the NIDA's branded social media accounts, which are the digital voice, brand and public face of the NIDA, the CEO, and its staff and students.
- 4.2.2. All content appearing on these accounts is an official comment made on behalf of NIDA. All official NIDA accounts are authored, maintained, and coordinated by NIDA's Marketing and Communications Department.
- 4.2.3. The Head of Marketing and Communications (or delegate) may grant access to other staff members to author content for the official NIDA social media accounts on a project-by-project basis.
- 4.2.4. NIDA staff must not use an official account unless they have been given approval to do so by the Head of Marketing and Communications (or delegate).
- 4.2.5. The following principles apply to authorised NIDA staff when authoring the NIDA's official accounts. Staff must:
 - a) read, understand and adhere to this policy and its principles, NIDA's Staff Code of Conduct and Values
 - b) act in a manner which is apolitical, impartial and professional
 - c) avoid any statement which may bring NIDA into disrepute
 - d) protect the privacy and personal information of NIDA
 - e) respect and protect the relationships established by NIDA with external stakeholders and partners
 - f) defer to the Head of Marketing and Communications in relation to crisis communications
 - g) acknowledge content sources and must ensure they have appropriate permission to use the material
- 4.2.6. Further, when authoring the official NIDA social media accounts, staff:
 - a) must not advocate for and/or criticise government policies, the views of individual politicians, political parties, or lobby groups
 - b) must not disclose sensitive or official information unless authorised to do so
 - c) must not commit NIDA to any action or initiative without prior approval from their manager, including committing funding to social media advertising and promoted content
 - d) must not share their access or password with others, including NIDA colleagues
 - e) must not post or create content outside the scope of their project/role, including moderating or responding to comments unrelated to their project
 - f) must not comment on behalf of other individuals within NIDA
 - g) must not comment in a way that adversely affects the reputation of parties with whom the NIDA is formally partnered or has a significant relationship.

- 4.2.7. The Head of Marketing and Communications should be contacted for guidance and clarification if there is any uncertainty about responsibilities or obligations relating to official social media activity. All brand use of NIDA name and logo is subject to approval.
- 4.2.8. Unofficial use: 'Unofficial use' of social media refers to any social media activity other than that undertaken using NIDA's branded accounts.
- 4.2.9. The NIDA Staff Code of Conduct and the NIDA Student Charter incorporating Student Code of Conduct governs unofficial social media activity, requiring Staff and Students to:
 - a) behave with respect and courtesy, and without harassment
 - b) deal appropriately with information, recognising that some information needs to remain confidential; and
 - c) uphold NIDA's values and the integrity and good reputation of NIDA
- 4.2.10. Use of social media in an unofficial capacity broadly falls into two categories: professional and personal use.

4.3. Professional use

- 4.3.1. Professional use - 'Professional' refers to staff and students establishing and maintaining social media accounts which are used to comment individually but as an expert in their field, where that field relates to their employment or studies at NIDA.
- 4.3.2. In using such accounts staff and students are not representing NIDA, nor speaking on NIDA's behalf. An example could be a Lecturer posting/commenting about historical subjects of interest to them, or a course coordinator authoring a blog on trends in acting techniques.
- 4.3.3. Staff and students who maintain professional social media accounts must also comply with the requirements of personal use when using their professional accounts.

4.4. Personal use

- 4.4.1. 'Personal' use refers to staff and students using social media accounts as a private citizen. Some examples of personal use include maintaining a Facebook account to keep in touch with friends and family, using a social media account to communicate with peers for group assignments or to keep connected with your cohort, using a Pinterest account to collate inspiring images or using Twitter to follow news outlets.
- 4.4.2. Staff and students are expected to always behave in a way that upholds NIDA's values and the integrity and reputation of NIDA, including in their unofficial social media activity.
- 4.4.3. Staff:
 - a) must read, understand, and adhere to these principles, and to the NIDA Staff Code of Conduct
 - b) must avoid any statement which may bring NIDA into disrepute
 - c) must assume that they can be identified as NIDA staff despite using pseudonyms, posting anonymously or from private accounts, and that their activity can be made public and therefore shared
 - d) must be respectful of other NIDA staff and their work
 - e) must protect the privacy and personal information of NIDA staff and students.
 - f) Staff engaging in personal social media activity must be aware of the risks involved in

discussing their work and political views.

4.4.4. Students

- a) must read, understand, and adhere to these principles and the NIDA Student Charter incorporating Student Code of Conduct
- b) must avoid any statement which may bring NIDA into disrepute
- c) must assume that they can be identified as NIDA students in specific cohorts despite using pseudonyms, posting anonymously or from private accounts, and that their activity can be made public and therefore shared,
- d) must be respectful of staff and other NIDA students and their work, and avoid language or online behaviour that is bullying, harassing, discriminatory, violent or threatening, or excluding of others, and
- e) must protect the privacy and personal information of NIDA students and staff.

4.5. Communication standards

4.5.1. All communications (whether by email, internet or social media) as a representative of NIDA should be composed in a thoughtful, careful manner. The content and tone of employee's communications must be professional, polite and respectful. Use of NIDA's email and internet is required to be sensible and not in any form which may potentially give offence, cause harm or bring the NIDA into dispute.

4.5.2. The following is a non-exhaustive list of prohibited conduct in accordance with this Policy. This behaviour may constitute grounds for disciplinary action, or for students cancelation of enrolment, or for volunteers or contractors termination of agreement.

4.5.3. Under no circumstances may NIDA staff, students, volunteers or contractors:

- a) View sexually explicit or other inappropriate internet material using NIDA property or while at work;
- b) Use NIDA equipment or internet service provider accounts to access, store or receive pornographic, discriminatory, or other offensive material;
- c) Excessively or inappropriately use NIDA email, internet or social media technologies for personal reasons;
- d) Post to social media any confidential, personal or sensitive information about NIDA, its staff or students or NIDA connections;
- e) Make comments or statements that attack or threaten, demean, disparage, or insult another person based on their age, gender, nationality, race, religion or sexual orientation or preference in any online forum;
- f) Make any disparaging comments or statements about NIDA, colleagues, members of the NIDA community, vendors or competitors;
- g) Take any action which could potentially cause a risk to the health and/or safety of Workers, or third parties affiliated with NIDA including, but not limited to, any conduct which may be classified as bullying, sexual harassment, discrimination or vilification;
- h) Imply authorisation to speak as a representative of NIDA nor give the impression that the views are expressly those of NIDA;
- i) Transmit Confidential Information except in the ordinary course of undertaking their work or studies;
- j) Commit NIDA to any action unless they have authority to do so;
- k) Use any NIDA logos or branding;
- l) Use any trademarks or logos belonging to a third party without their permission; or
- m) Otherwise interact or communicate in a manner over email, internet or social media which may, in NIDA's opinion, potentially bring NIDA into disrepute or damage its reputation.

4.6. Variations

NIDA reserves the right to vary, replace or terminate this policy, from time to time.

4.7. Breaches of policy

Monitoring

- 4.7.1. The network and computer system of NIDA belongs to NIDA and is intended for educational and business use.
- 4.7.2. The information contained within an email that is sent or received is regarded by the NIDA as corporate intelligence. Likewise, the history of internet usage (including social media activities) by all employees is regarded as the property of NIDA. As such, the information may be monitored or accessed by authorised staff as required.
- 4.7.3. The monitoring of email and internet activity may be undertaken by NIDA to ensure that an employee or student's usage is compliant with this Policy.

Reporting

- 4.7.4. Any suspected breaches of this policy by staff or contractors should be reported to the Manager of the relevant local area and to People and Culture.
- 4.7.5. Any suspected breaches of this policy by students should be reported to the Director of Learning and Innovation and to People and Culture.
- 4.7.6. Staff and/or students who see a post that they consider to be in breach of the Anti-Discrimination, Bullying and Harassment policy or the NIDA Code of Conduct are encouraged to report this to the Director, People and Culture or the Director, Learning and Innovation.
- 4.7.7. Staff members who believe they are being bullied, harassed or discriminated against via social media should raise their concerns with their manager or the Director, People and Culture.
- 4.7.8. Students who believe they are being bullied, harassed or discriminated against via social media should raise their concerns with the Director, Learning and Innovation.
- 4.7.9. All complaints will be investigated in a confidential manner. If found to have grounds, remedial or disciplinary action will be taken.

5. Definitions

Social Media	<p>"Social Media" includes, but is not limited to, content created by people using highly accessible and scalable publishing technologies including, but not limited to:</p> <ul style="list-style-type: none">i) Blogs, including corporate and personal blogs;ii) Blogs hosted by media outlets (e.g. comments on media articles such as comments on theage.com.au);iii) Bulletin boards;iv) Microblogging (e.g. X formerly known as Twitter);v) Vod and podcasts;vi) Online multiplayer gaming platforms;vii) Discussion forums;viii) RSS feeds;
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	<ul style="list-style-type: none"> ix) Video and photo sharing websites (e.g. TikTok, YouTube, Flickr, Tumblr, Instagram, Pinterest, Snapchat); x) Social networking sites (e.g. TikTok, Discord, Facebook, X, Google+, LinkedIn); xi) Wikis and online collaborations (e.g. Wikipedia); xii) Instant messaging (e.g. SMS); xiii) Geo-spatial tagging (Foursquare); and xiv) Any other current or future technologies allowing communication online or mobile communication between people.
Confidential Information	“Confidential Information” includes, but is not limited to: the financial or accounting details of the NIDA; the personal or business details of clients, customers, students and employees (including any lists and contact details); the business, strategic or marketing plans of NIDA; NIDA’s intellectual property, supplier lists, employee or student lists and contact details; production and delivery methods; pricing details or strategies; and news, design effects, illusions or other creative elements of productions.
Authorised use	“Authorised Use” means the use of social media whether in existence or in the future, by an employee under the banner of NIDA, for purposes directly related to the business of NIDA or for limited personal, educational or self-development purposes (provided these uses are not unauthorised), whether the use is through technology supported and/or provided by NIDA or through an external vendor or site.
Authorised user	“Authorised User” means a person who has been approved in writing or by other acceptable means to comment as a representative of NIDA in an official capacity.
Personal use	“Personal Use” means the use of social media, and other information and communications technology facilities and devices, whether in existence or developed in the future, by a NIDA employee in a personal capacity that is outside the realms of NIDA and is not connected to their employment or for the purposes of their role. However, if the employee represents themselves as an agent and/or representative of NIDA and/or discusses matters relevant or relating to NIDA in the public sphere, then the use may be an unauthorised Use.
Unauthorised use	“Unauthorised Use” means the use of social media, and other information and communications technology facilities and devices, whether in existence or developed in the future, by any person who is not an Authorised User or any unlawful, criminal, excessive personal use or inappropriate use by an employee.
Management	“Management” means any delegated employee designated by the Chief Executive Officer or Head of Marketing and Communications to have to authority to approve employees to become Authorised Users of social media.
Student	“Student” means any person enrolled in an accredited course at NIDA.

6. Change history

Date	Change Description	Reason for Change	Author/s	Version
March 2025	Creation	N/A	Director People and Culture and Director Learning and Innovation	1.0