



POLICY NAME	Social Media Policy			POLICY NO.	2024.8
EFFECTIVE DATE	30/01/2024	DATE OF LAST REVISION	08/05/2025	VERSION NO.	2
ADMINISTRATOR RESPONSIBLE	Sarah Burnett		CONTACT INFORMATION	admin@aota.com.au	
APPLIES TO Apply group names to define applicable areas of staff.					
GROUP 1	Trainers and Assessors	GROUP 2	Administration Staff	GROUP 3	Directors and Managers
GROUP 4	Students	GROUP 5		GROUP 6	

VERSION HISTORY				
VERSION	APPROVED BY	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR
1	Sarah Burnett		Initial publication	Sarah Burnett

APPROVAL AND REVIEW

ADDITIONAL NOTES

PURPOSE AND SCOPE

The purpose of this policy is to outline acceptable use of social media by staff, contractors, and students at All High Risk Training Pty Ltd (AHRT). It aims to protect the reputation of the organisation, ensure privacy, and maintain compliance with ASQA requirements, relevant legislation, and workplace policies.

This Social Media Policy applies to:

- Staff members: who are employed by AHRT (i.e. full time, part time and casual employees) and who work at or with AHRT in a voluntary capacity,
- Students: Current students and graduates
- Affiliates: Contractors (including Teachers, Trainers and Assessors), Agents, Consultants or any other persons who participate in social media and who may be identified as having an association with AHRT.

It includes the following social media platforms but also applies to new and emerging platforms in the future:

- Facebook
- Instagram
- LinkedIn
- TikTok
- Twitter/X
- YouTube
- Blogs and forums
- Messaging apps used for official purposes (e.g., WhatsApp, Messenger)

POLICY STATEMENT

AHRT embraces the use of technology by staff, students and affiliates/agents to connect with each other on digital platforms such social media. AHRT's objective is to seek opportunities to build communities and to encourage dialogue through the exploration and consideration of diverse thoughts and views.

This Policy sets out guidelines by AHRT for acceptable use of social media. This Policy must be complied with at all times. Failure to comply with this Policy may lead to disciplinary action including termination of employment or contract and cancellation of enrolment. Serious cases may result in legal proceedings or referral to appropriate authorities.

Any person concerned that the conduct of a staff member or student or affiliate using social media contravenes this policy may report their concern to AHRT, preferably via email available at AHRT's

website. Reports will be reviewed to determine whether the matter requires investigation or action under the appropriate AHRT policy and procedure and/or a response on behalf of AHRT.

TERMS AND DEFINITIONS

Define any acronyms, jargon, or terms that might have multiple meanings.

TERM	DEFINITION
Social Media	Digital technology that allows the sharing of ideas and information, including text and visuals, through virtual networks and communities.
Learner/Student	An individual who is enrolled in one of AHRT’s training products.
Training Product	Training Product means AQF qualification, skill set, unit of competency, accredited short course and module.
Unit of Competency	Unit of competency means the specification of the standards of performance required in the workplace as defined in a training package.
Course	The details of the training package being delivered
Training and Assessment Strategy	The training and assessment strategy comprises critical information, as it describes how an RTO will deliver and assess the training product for their learner cohort

POLICY SECTIONS

Principles

The guiding principles are:

- Always promote a professional image of the RTO.
- Maintain the privacy and confidentiality of students, staff, and stakeholders.
- Protect intellectual property and sensitive information.
- Ensure content complies with national standards and industry regulations.

AHRT encourages open conversation and ask you to respect AHRT community members by following a few simple guidelines on the use of AHRT ’s social media sites:

1. Please be respectful of other users and their opinions. Do not harass, abuse, threaten or make personal attacks against others.
2. Any inappropriate, inflammatory, offensive, repetitive, or unlawful comments will be deleted.

3. Do not disclose any personal or sensitive information about yourself or others on this page. And do not disclose any confidential information, or infringe the intellectual property rights, of others.
4. Employees, contractors or supplementary labor of AHRT who use this site must ensure they comply with all obligations contained within our relevant policies and obligations.
5. Do not spam us by posting requests, offers or appeals (or reposting those of others), or by posting anything else that could be considered spam.
6. Do not link to other Facebook pages, or to any non-government or off-topic pages. We do not have the time to check the content of links, so any such links will be removed at our discretion.
7. Any comment which we deem not to comply with these guidelines will be subject to deletion. If you repeatedly breach these guidelines you will be banned from this page.
8. Opinions posted by users of this page do not reflect those of AHRT.

Although AHRT takes care in providing the content for our social media sites, the information or data we provide on these sites is on an “As is, As Available” basis. We do not guarantee that the information or data is accurate, complete, current, or that it is free from defects, malicious code (such as viruses) or from other contamination.

Use of our social media sites is at your own risk. AHRT does not accept any liability to you if you incur any loss or damage (however caused) in connection with the use of or reliance upon, any content on our social media sites (or any website that our sites may link to).

AHRT may not have any control over content contained on other websites. Should AHRT’s social media sites link to any other site or follow any other account, this does not mean that we endorse or approve of that site, the account, its operators, or any particular content on that site.

Use of Social Media in the Course of Employment/Engagement/Contract

Staff members and affiliates must not use AHRT’s computer system to access social media unless the access is for teaching, pastoral care or educational purposes and the staff member or the affiliate has the permission of the CEO in writing.

Staff members and affiliates who have permission to use social media under 4.1 must be apolitical, impartial and professional and avoid any statements that might be interpreted as advocating government policies or criticising the policies of political parties or groups.

Personal Social Media Use – Staff and Contractors

Staff members and affiliates may also be held accountable for any social media use both within and outside AHRT, on AHRT-owned or private equipment, where AHRT may be recognised and its name brought into disrepute.

Staff members and affiliates are reminded that they should not have any expectation of privacy when it comes to content and information stored or posted in the social media environment. Even if staff

members and affiliates intend to keep the information private, it may unintentionally enter the public domain. For example, online content may inadvertently be viewed or accessed by other staff members, affiliates, students or families of students.

When participating in social media use in a personal capacity, either at work or at home, where the staff member and contractors can be associated with AHRT in any way, the staff member and affiliates must not:

1. Contravene their contract of employment or engagement with AHRT, any AHRT Policy or any legal obligations to AHRT;
2. Use social media to represent AHRT or make any comment about AHRT;
3. Post anything that is obscene, defamatory, threatening, bullying, discriminatory, hateful, abusive or unlawful;
4. Disparage or speak adversely about AHRT business matters or activities, its staff or its students;
5. Post anything that is contrary to the best interests of AHRT or which may damage the AHRT 's reputation;
6. Use social media to communicate with current students of AHRT unless it is for education or teaching purposes and the staff member has the permission of the Principal in writing. For example, staff members must not add or accept a current student as a "friend" on Facebook. Staff members are advised to use professional discretion before accepting ex-students or parents of current students as "friends" or "followers" on social media;
7. Post images that include AHRT students on social media without their written consent;
8. Identify or discuss staff members of AHRT or post photographs that include AHRT staff members, unless permission is first obtained from the staff member;
9. Use or disclose any confidential information about AHRT which is not otherwise publicly available;
10. Misrepresentate of qualifications, services, or outcomes.
11. Use AHRT 's logo or create AHRT branded accounts which could be interpreted as representing AHRT;
12. Be disrespectful of AHRT, or other employees, contractors, volunteers or students of AHRT; or
12. Use social media during work in a manner which detracts from their performance.

Use of Social Media – Student Responsibilities

When using social media in the context of education or research training, and when making identifiable personal use of social media, students must:

1. only disclose and discuss information about AHRT or its activities that is not confidential and is publicly available;
2. take reasonable steps to ensure that content published is accurate and not misleading;
3. ensure that the use, including content published, complies with all relevant rules of AHRT;
4. when making a statement on a matter of public interest, expressly state that the views expressed are those of the student and not those of AHRT (unless they are officially authorised by AHRT);
5. be respectful and courteous in communications;
6. adhere to the Terms of Use of the relevant social media provider; and
7. comply with the law, including laws about copyright, privacy, defamation, contempt of court, discrimination and harassment.

When using social media in the context of education or research training, and when making identifiable personal use of social media, students must not:

1. make any comment or post material that is, or might be construed to be, racial or sexual harassment, offensive, obscene (including pornography), defamatory, discriminatory towards any person, or inciting hate;
2. make any comment or post material that creates, or might be construed to create, a risk to the health or safety of a student, contractor, staff member or other person, including material that amounts to bullying, psychological or emotional violence, coercion, harassment, sexual harassment, aggressive or abusive comments or behaviour, and/or unreasonable demands or undue pressure;
3. make any comment or post material that infringes copyright, is fraudulent, breaches intellectual property rights, constitutes a contempt of court, constitutes stalking, breaches a court order, or is otherwise unlawful;
4. imply that they are authorised to speak as a representative of AHRT, or give the impression that the views they express are those of AHRT (unless they are officially authorised by AHRT);
5. use the identity or likeness of another student, contractor, staff member or other stakeholder of AHRT;
6. use or disclose any AHRT confidential information obtained as a student of AHRT;
7. sell, purchase or offer to write assignments or other assessable work, or to request help with such work. Furthermore, students are required to take steps to minimise opportunities for others to cheat by, for example, not saving work to a shared network drive that is accessible by others and not sharing work on social media sites;
8. make any comment or post material that might otherwise cause damage to AHRT 's reputation or bring it into disrepute; and

9. use AHRT 's logo or name without permission, in a manner that is likely to be misleading or bring AHRT into disrepute.

Use of Videos and Images on Social Media

In most cases, prior permission (i.e. a release) must be obtained to post, share or distribute images of individuals whose images are identifiable. Students should not post content that might be embarrassing to an individual or that could be construed as placing an individual in a negative or false light.

Students should not post content that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used, without permission, for commercial purposes.

Policy Complaints and Enquiries

If you have any queries or complaints about our Enrolment Policy please contact us at:

613 Princes Highway, RUSSELL VALE NSW 2517

admin@aota.com.au

024 06 8378

EXCEPTIONS

Describe exceptions here.

RELATED POLICIES AND OTHER REFERENCES

National Vocational Education and Training Regulator Act 2011

<https://www.legislation.gov.au/C2011A00012/2021-09-01/text>

Standards for RTO's 2015 <https://www.asqa.gov.au/rtos/users-guide-standards-rtos-2015>
Professional Development Policy

ROLES AND RESPONSIBILITIES

List the job titles and business offices directly responsible for the policy.

ROLE	RESPONSIBILITY
CEO	Authoring and updating
CFO	Publishing on the internet
Administration Manager	Ensuring all personnel are informed

CONTACTS

List contacts in the table.

SUBJECT	CONTACT	PHONE	EMAIL
CEO	Sarah Burnett	42068378	admin@aota.com.au
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Administration Manager	Robin Lore	42068378	robin@aota.com.au