



Social Media Use Policy

Scope

The policy applies to all persons employed (full time, part time or casual) or in a voluntary capacity with Atwea.

Purpose

The policy defines Atwea's expectations for responsible and professional use of social media to protect employees, students, clients, stakeholders, and Atwea's reputation.

Definitions

Social media:	Online platforms and applications used to create, share or comment on content (e.g., Facebook, Instagram, X, LinkedIn, TikTok, YouTube, blogs, forums).
Official Atwea account:	A social media account created or approved by Atwea for business purposes and managed by authorised employees.
Work-related content:	Any content that references Atwea, its people, students/clients, locations, programs, events, or work activities.
Confidential information:	Information not publicly available that relates to Atwea operations, employees, students, finances, incidents, investigations, or commercial matters.
Privacy:	Obligations under privacy law and Atwea policies to protect personal information and images.

Policy



Employees may use social media in a personal capacity, provided it does not adversely impact the workplace, Atwea's reputation, or the safety and wellbeing of others.

This specifically means:

1. Employees must communicate respectfully and must not post content that could be considered bullying, harassment, discrimination, or intimidation.
2. Employees must not disclose confidential information or personal information about students/clients, employees, or stakeholders.
3. Employees must not publish images or recordings taken in the workplace unless authorised and appropriate consents have been obtained in accordance with Atwea's privacy and consent requirements.
4. Employees must not represent or imply they speak on behalf of Atwea. Media enquiries or complaints received via social media must be referred to the CEO
5. Employees must use approved channels for work communication.
6. Connecting with students via personal social media accounts is not permitted unless explicitly approved for an operational purpose and managed with appropriate safeguards including legislated restrictions to persons over the age of 16.
7. Breaches of this policy may result in corrective action. Repeated or serious breaches may result in formal disciplinary action and may include termination of employment.

Related documents, forms, and legislation

PC-PO-023 Code of Conduct

Child Safe Statement

GV-PO-004 Privacy Policy

IT-PO-003 Acceptable Use of Technology Policy

PC-PO-011 Bullying, Harassment and Discrimination Policy

Review

This policy review period is annual (12 monthly)

