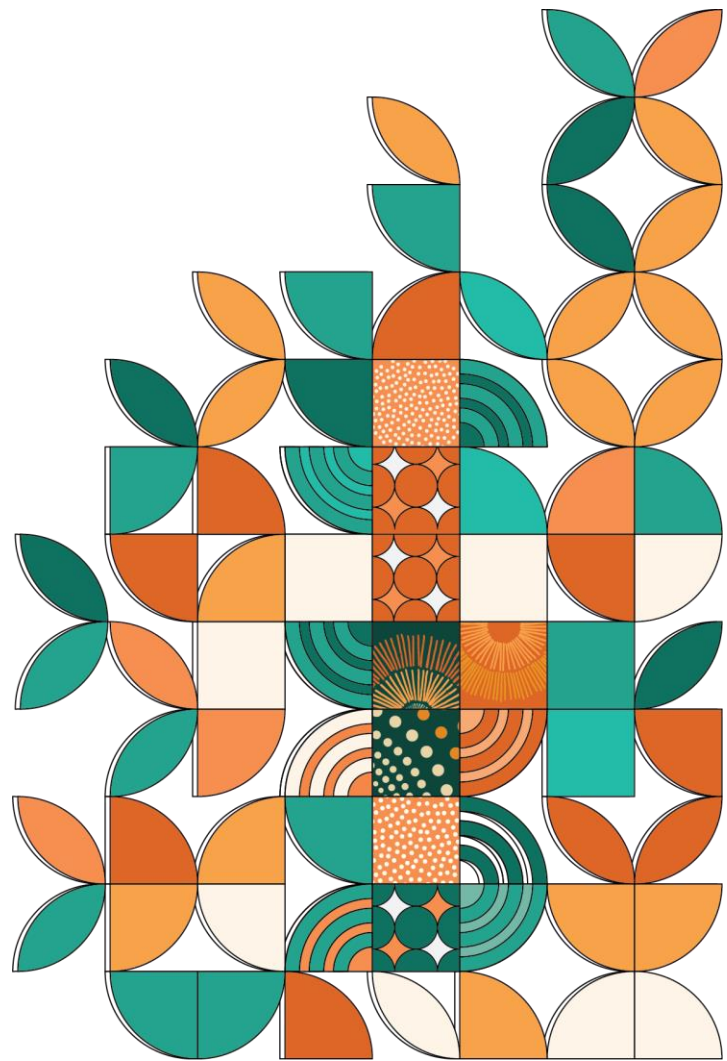


# Social Media Procedure



## SECTION 1

### 1. Purpose

- 1.1 The purpose of this procedure is to support the Social Media Policy by guiding the use of social media platforms and ensuring the effective management and utilisation of social media at the Institute of Health and Nursing Australia (IHNA).

### 2. Scope

- 2.1 This procedure applies to:
- a. All staff (academic, operations and support) and advisory bodies involved in teaching and curriculum relating to IHNA offering courses and services.
  - b. To all IHNA staff involved in implementing courses/services offered on campus and/or online.
  - c. All on-shore international students to whom the Education Services for Overseas Students Act 2000 (ESOS Act)
  - d. All students enrolled in an ongoing course of study delivered fully online or through any form of distance education that does not involve students' presence at a designated physical location.
  - e. All domestic students.

### 3. Definitions

- 3.1 Refer to the Term of Glossary.

## SECTION 2

### 4. Procedure

#### 4.1 Managing and Monitoring of Social Media Accounts

- a. The Head of Marketing and Sales must approve the creation of any new official IHNA social media accounts with clearly visible RTO code beyond the existing flagship accounts.
- b. All IHNA flagship social media accounts will undergo annual audits by the Marketing Coordinator. Accounts that do not meet established standards may be disabled.
- c. Unauthenticated accounts will be reviewed annually. The Marketing Coordinator has the authority to modify or remove unauthorised accounts within five business days.
- d. All social media content and comments linked to IHNA, including its flagship accounts, must adhere to the Social Media Policy guidelines.
- e. The Marketing Coordinator will remove and block any social media content deemed disturbing or containing identifiable individuals, as outlined in the Social Media Policy.

- f. The Marketing Coordinator centrally manages all passwords for IHNA's flagship social media accounts. Any changes to the administrator role (e.g., a new Marketing Coordinator) will necessitate password updates for all accounts.

#### **4.2 Content Posting and reviewing**

- a. Focus on creating content that positively reflects IHNA's values and mission.
- b. Double check all information before posting to ensure accuracy and avoid spreading misinformation.
- c. Cite credible sources when sharing external information.
- d. Be transparent about the limitations of your knowledge and avoid posting unsubstantiated claims.

#### **4.3 Social Media Use During Placements and at Work Facilities**

- a. IHNA's expectations for using social media during placements, internships, or while working at any internal or external IHNA facilities:
  - i. Strictly adhere to IHNA's confidentiality policies regarding student and client information.
  - ii. Do not share any sensitive or confidential information about IHNA, its operations, patients, students, or staff on social media.
  - iii. Respect the privacy of others. Avoid posting photos or videos of clients, patients, colleagues, or other individuals without their consent.
  - iv. Be aware of the social media platform's terms and conditions and adhere to them.
  - v. Use social media responsibly and avoid activities that could compromise your safety or IHNA's reputation.
  - vi. If anyone encounters any social media activity that violates these guidelines or raises ethical concerns, report it to the supervisor or the Marketing Coordinator immediately.

#### **4.4 Addressing Social Media Misconduct: Reporting and Complaint**

- a. If anyone encounters any concerns regarding the use of social media related to IHNA, such as threats, harassment, bullying, illegal activity, or unauthorised use of IHNA's name or logo, and/or posting any unapproved content in the placement facilities or any internal/external training/working place, follow these steps:
  - i. Report the incident: Report the issue to the Marketing Coordinator.
  - ii. Applicable Policy Review: The Marketing Coordinator will determine the relevant policy (e.g., Code of Conduct, Bullying and Harassment, Privacy or Copyright Policy) and initiate the appropriate investigation.
  - iii. Resolution Timeframe: The Marketing Coordinator will strive to resolve the issue within 5

business days.

- b. If anyone discovers a social media account that you suspect is fraudulently claiming to represent IHNA, report it immediately to the Marketing Coordinator. The Marketing Coordinator will take steps to investigate and address the situation within 5 business days.

## 5. Responsibility

- 5.1 Senior executives and managers lead the implementation of this policy, but all IHNA directors, officers, and employees share accountability for achieving its objectives.

## SECTION 3

## 6. Associated Information

|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Related Internal Documents</b>                | <ul style="list-style-type: none"> <li>• Social Media Policy</li> <li>• Cyber Safety and Security Policy</li> <li>• Cyber Safety and Security Procedure</li> <li>• Student Complaints and Appeals Policy</li> <li>• Student Complaints and Appeals Procedure</li> <li>• Anti-Discriminatory, Bullying, and Harassment Resolution Policy</li> <li>• Anti-Discriminatory, Bullying, and Harassment Resolution Procedure</li> <li>• Code of Business Conduct and Ethics</li> <li>• Code of Business Conduct and Ethics</li> <li>• Copyright Policy for Staff</li> <li>• Copyright Policy for Students</li> <li>• Employee Relations Policy</li> <li>• Student Code of Conduct Policy</li> <li>• Student Code of Conduct Procedure</li> <li>• International Student Code of Behaviour</li> </ul> |
| <b>Related Legislation, Standards, and Codes</b> | <ul style="list-style-type: none"> <li>• National Vocational Education and Training Regulator Act 2011</li> <li>• 2025 Standards for RTOs</li> <li>• Practice Guides – Compliance Standards for RTOs</li> <li>• Education Services for Overseas Students Act 2000 (ESOS Act)</li> <li>• National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code)</li> <li>• Australian Core Skills Framework</li> <li>• Commonwealth Privacy Act (1988)</li> <li>• Victorian Information Privacy Act (2000)</li> <li>• Age Discrimination Act 2004</li> <li>• Disability Discrimination Act 1992</li> <li>• Racial Discrimination Act 1975</li> <li>• Sex Discrimination Act 1984</li> <li>• Copyright Act 1968</li> </ul>                                |

|                                |                                                        |
|--------------------------------|--------------------------------------------------------|
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| <b>Document Custodian</b>      | Head, Marketing and Sales                              |
| <b>IHNA DocID</b>              | IHNA-SMP2-1.1                                          |
| <b>Department</b>              | Marketing and Sales                                    |
| <b>2025 Standards for RTOs</b> | <b>Practice Guides – Compliance Standards for RTOs</b> |

## 7. Change History

| <b>Version Control</b> |             | Version 1.1                                                                                                 |
|------------------------|-------------|-------------------------------------------------------------------------------------------------------------|
| <b>Version No.</b>     | <b>Date</b> | <b>Brief description of the change, including version number, changes, who considered, approved, etc.</b>   |
| V.1.0                  | 19/06/2024  | Prepared and revised the procedure, approved in the board meeting                                           |
| V.1.1                  | 11/06/2025  | Changed Standards for RTOs 2015 to 2025 Standards for RTOs, Practice Guides – Compliance Standards for RTOs |