CENTRE FOR ENGLISH TEACHING – SOCIAL MEDIA
GUIDELINES FOR STAFF 2018

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Purpose and Application

1. These guidelines govern the use of social media at CET, as follows:
   a. To support teaching and learning activities, including but not limited to
      i. Teamwork and collaboration
      ii. Peer feedback
      iii. Teacher feedback
   b. To encourage student engagement
      i. Pre-arrival
      ii. During the course
      iii. After students leave CET (alumni engagement)
   c. For communication
      i. Between staff (teachers, professional staff, and managers) and students

2. These guidelines apply to:
   a. CET staff where they represent, or would reasonably be seen to represent, CET and the University. Note that CET staff represent CET and the University in all interactions with students (past and present).
   b. CET students (in accordance with the definition of ‘CET Student’ as outlined in this document).

3. These guidelines are intended to guide staff use of social media at CET in order to:
   a. Assist staff in using social media to support education and the student experience in a responsible and professional manner that protects the staff member, the students, CET and the University.
   b. Provide clear expectations of behaviour in the use of social media to staff that align with CET and University policies and procedures.
   c. Protect the reputation of the University, CET, CET staff and CET students.

4. These guidelines are not intended to cover the use of social media for the promotion of CET in terms of:
   a. Marketing to promote CET courses to prospective students and current agents
   b. Staff recruitment to promote CET in order to attract candidates for positions
   c. Promoting the public profile of CET within the education sector.
Context
These guidelines should be read and interpreted in conjunction with:

1. The following University of Sydney policies:
   a. Policy on the Use of University Information and Communication Technology resources (ICT Resources)
   b. Bullying, Harassment and Discrimination Prevention Policy 2015
   c. Code of Conduct – Staff and Affiliates
   d. Privacy Policy 2013

Definitions
Social Media
a. Any communication platform allowing broadcasting and sharing of messages digitally to multiple recipients, including but not limited to:
   i. CET Connect
   ii. Canvas or other Learning Management Systems (LMS)
   iii. Email
   iv. Yammer
   v. Facebook
   vi. LinkedIn
   vii. WeChat
   viii. WhatsApp
   ix. Instagram
   x. Snapchat
   xi. Twitter
   xii. Google Chat, Hangouts etc.
   xiii. Text Message

CET Staff
a. Management
b. Teaching staff (both continuing & casual)
c. Professional staff (both continuing & casual)

CET Students
a. Prospective students
b. Current students
c. Former students of CET (i.e. alumni)
d. Former students of CET who are now University of Sydney students

CET Social Media Guidelines
Principles

1. CET is committed to providing a safe, secure and quality teaching and learning environment, in which the use of technology assists students to develop their skills and knowledge, both linguistically and socio-culturally.

2. CET staff should be aware that all communication via social media is public by nature and therefore must consider this when communicating via social media.

3. Use of social media for CET-related educational, engagement and communication purposes must adhere to the expectations of professional communication and behaviour at all times as outlined in the Code of Conduct for Staff and Affiliates and the Bullying, Harassment and Discrimination Prevention Policy.

4. Use of social media by CET staff must not cause embarrassment or loss of reputation to the University.

5. Use of social media by CET staff is expected at all times to be respectful and accurate; CET will not tolerate social media being used in a manner that is harassing, discriminatory, abusive, rude, insulting, threatening, obscene or otherwise inappropriate.

6. In the CET-related use of social media for communication, staff are bound by the Policy on the Use of University Information and Communication Technology resources (ICT Resources), Code of Conduct for Staff and Affiliates and the Bullying, Harassment and Discrimination Prevention Policy.

Use of Social Media at CET

1. CET supports the use of University email, CET Connect, CET’s customised social media platform and Canvas, the University’s enterprise Learning Management System. These three platforms are the official communication channel between CET staff and students.

2. Teachers must only communicate with individual students via the social media platforms of University email, CET Connect and Canvas.

3. Teachers may set up a class group on CET Connect to communicate with the class as a group.

4. Teachers must only use social media class groups to communicate with the class to which they have been assigned. Once a class has finished, it is the teacher’s responsibility to disestablish the class’s social media group regardless of the platform.

5. Hours of communication and response time:
   a. Teachers must only communicate with students between 8am-8:30pm, Monday - Friday (within the regular operational hours of CET).
   b. Teachers should clearly communicate to students that their message/question etc. will generally be responded to within a 72 hour period, excluding weekends. Note that part-time teachers may need to extend the expected response time.
   c. Further to 5.a and b. above, teachers must clearly establish the expectations regarding hours of communication and response times with the class to which they have been assigned. For example, teachers may indicate that they will only respond to messages within the hour before/after class.
d. Further to 5.a, b., and c. above, in an emergency teachers should respond appropriately and inform CET of their response.

e. In the case of students studying CET online courses offshore, CET condoned platforms must be used for communication. The hours of communication may vary depending on local time zones.

Expectations of Behaviour when Communicating via Social Media

In the CET-related use of social media for communication, staff are bound by the Code of Conduct for Staff and Affiliates and the Bullying, Harassment and Discrimination Prevention Policy 2015

When communicating via social media it is expected that staff:

1. Communicate in ‘plain English’ and adhere to a professional standard of written communication that is unambiguous, courteous and professional.
2. Do not use social media for unauthorised profit-making or commercial activities, for example, to promote private business and/or for personal financial gain.
3. Do not communicate with students (or other staff) in a manner that is harassing, discriminatory, abusive, rude, insulting, threatening, obscene or otherwise inappropriate.
4. Adhere to the University Privacy Policy by
   a. Not releasing private student or staff information without a sufficient reason within the University.
   b. Not releasing private student or staff information to third parties (except where required by law).
   c. Requesting permission of the people involved before posting photos or videos of them.
   d. Not sharing sensitive personal information via social media.
   e. Not spamming students or staff.

Please refer to the University’s Privacy Policy 2013 at

5. Do not use social media in a way that constitutes an infringement of copyright.
6. Report to a member of the Leadership Team if they encounter something inappropriate.
Examples of risk level for misuse of Social Media

Low:
- Teacher is wrongly accused by student of inappropriate communication via CET Connect, Canvas, or University email.
  *This is low risk as CET can access the communication and verify the inaccuracy of the accusation.*

Medium:
- A DEC10 class complains to an Education Manager that they are not receiving as much out-of-hours support as another DEC10 class. They say that the other classes’ teacher responds to student queries via social media every night until midnight. They feel that they will be disadvantaged in their assessments compared to the other class.
  *This is medium risk as long as CET addresses the issue promptly and remedies the students’ perception of inequity by ensuring that all teachers follow the Social Media Guidelines.*

High:
- Personal contact details of students are made public
  *This is high risk as it is an infringement of the University Privacy Policy.*
- Teacher is wrongly accused by student of inappropriate communication via a platform other than CET Connect, Canvas, or University email.
  *This is high risk as CET cannot access the communication and verify the inaccuracy of the accusation. In this case, HR may need to be brought in to investigate the allegation.*

Very High:
- Student or teacher uses social media to stalk, threaten, or sexual harass a teacher or student.