

# CENTRE FOR ENGLISH TEACHING – SOCIAL MEDIA GUIDELINES FOR STUDENTS 2019

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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. Group work 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 students and staff (teachers, professional staff, and managers)
    - ii. Between students 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 student use of social media at CET in order to:
  - a. Create a safe online space for students during their CET studies.
  - b. Prepare students for University by providing clear expectations of behaviour in the use of social media that align with CET and University policies and procedures.
  - c. Protect the well-being of CET staff and CET students.
  - d. Protect the reputation of the University, CET, CET staff and CET students.
  - e. 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.

## 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)  
<http://sydney.edu.au/policies/showdoc.aspx?recnum=PDOC2011/140&RendNum=0>
  - b. Bullying, Harassment and Discrimination Prevention Policy 2015  
<http://sydney.edu.au/policies/showdoc.aspx?recnum=PDOC2011/168&RendNum=0>
  - c. Code of Conduct – Staff and Affiliates  
<http://sydney.edu.au/policies/showdoc.aspx?recnum=PDOC2011/65&RendNum=0>
  - d. Code of Conduct for Students  
<http://sydney.edu.au/policies/showdoc.aspx?recnum=PDOC2011/215&RendNum=0>
  - e. Privacy Policy 2013  
<http://sydney.edu.au/policies/showdoc.aspx?recnum=PDOC2011/81&RendNum=0>
  - f. CET Social Media Guidelines for Staff 2018  
<http://sydney.edu.au/cet/docs/CET-Social-Media-Guidelines-Staff-2018.pdf>
  - g. CET Student Discipline Provision 2017  
<http://sydney.edu.au/cet/docs/CET-Student-Discipline-Provisions-August-2017.pdf>

## 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. Whats App
  - 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

## 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 students 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 by CET students is expected, at all times, to be respectful and truthful; CET will not tolerate social media being used in a manner that is harassing, discriminatory, abusive, rude, insulting, threatening, obscene or otherwise inappropriate.
4. Use of social media by CET students must not cause loss of reputation to the University, or to other students, or staff.

## Use of Social Media at CET

1. CET supports the use of University email, CET Connect (CET's customised student engagement app) and Canvas (the University's enterprise Learning Management System). These three platforms are the official communication channel between CET staff and students, and between CET students for CET-related educational communication.
2. CET does not support the use of other platforms for educational purposes.
3. Students must only communicate with CET staff via the social media platforms of University email, CET Connect and Canvas.
4. Hours of communication and response time:
  - a. Students should expect that teachers will normally only communicate with students between 8am-8:30pm, Monday - Friday (within the regular operational hours of CET).  
Teachers may set specific hours for communication within the regular operational hours of CET according to the class shift.
  - b. Students can expect that messages/questions etc. posted via the CET supported platforms will generally be responded to by their teacher within a 72 hour period. Note that part-time teachers may need to extend the expected response time.
  - c. Social media must not be used for communication of serious or urgent matters, or for emergencies. For serious or urgent matters relating to CET, students must make contact with an Education Manager either by email or face-to-face. For emergencies students must call 000.

## **Expectations of Behaviour when Communicating via Social Media**

In the CET-related use of social media for communication, students are bound by the *Student Code of Conduct*, the *CET Student Discipline Provision 2017* and the *Bullying, Harassment and Discrimination Prevention Policy 2015*.

When communicating via social media it is expected that students:

1. Use language (including emoticons) that is polite and respectful.
2. Do not communicate with students (or other staff) in a manner that is harassing, discriminatory, abusive, rude, insulting, threatening, obscene or otherwise inappropriate.
3. Do not knowingly share false or misleading information.
4. Do not share CET assessment task information, assessment results or any CET course-related information.
5. Adhere to the University's principles of Academic Integrity.
6. Adhere to the University Privacy Policy by
  - a. Not releasing private student or staff information within the University.
  - b. Not releasing private student or staff information to third parties (except where required by law).
  - c. Requesting and receiving permission of CET students or staff before taking photos, audio or video of them.
  - d. Requesting and receiving permission of the people involved before posting photos, audio or video of them.
  - e. Not sharing sensitive personal information or CET course-related information via social media.
  - f. Not spamming students or staff.

Please refer to the University's *Privacy Policy 2013* at

<http://sydney.edu.au/policies/showdoc.aspx?recnum=PDOC2011/81&RendNum=0>

7. Do not use social media for unauthorised profit-making or commercial activities, for example, to promote private business and/or for personal financial gain that is related to CET.
8. Do not use social media in a way that constitutes an infringement of copyright.
9. Tell a teacher or Education Manager if they observe or experience something inappropriate.

## **Getting help**

If students observe or experience inappropriate behaviour via social media, they must:

1. Tell a teacher or Education Manager as soon as possible.
2. Not delete the social media content that is problematic; keep this as evidence to show your teacher or Education Manager.

The teacher or Education Manager will advise and assist the student on the most appropriate course of action, which may involve:

1. Making an appointment to see a CET Counsellor.
2. Blocking offensive content

## University of Sydney Risk Matrix

			Potential Consequences				
			L6	L5	L4	L3	L2
			Minor injuries or discomfort. No medical treatment or measureable physical effects.	Injuries or illness requiring medical treatment. Temporary impairment.	Injuries or illness requiring hospital admission.	Injury or illness resulting in permanent impairment.	Fatality
			Not Significant	Minor	Moderate	Major	Severe
Likelihood	Expected to occur regularly under normal circumstances	Almost Certain	Medium	High	Very High	Very High	Very High
	Expected to occur at some time	Likely	Medium	High	High	Very High	Very High
	May occur at some time	Possible	Low	Medium	High	High	Very High
	Not likely to occur in normal circumstances	Unlikely	Low	Low	Medium	Medium	High
	Could happen, but probably never will	Rare	Low	Low	Low	Low	Medium

### Examples of risk level for misuse of Social Media

Medium:

Students add teachers as friends to a platform not supported by CET.

High:

Student disseminates false CET course information.

Very High:

Student disseminates false assessment-related CET course information.

Student uses social media to stalk, threaten, or sexually harass a student or CET staff member.