



## The Redcliffe Aero Club Social Media Policy

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### Overview

The Redcliffe Aero Club (RTO No. 40971) recognises the value of social media and social networking in education and Aviation, however the use of such technologies can potentially create legal and ethical dilemmas for club members, students, staff and the club as a whole, especially is online behaviour is identified as unprofessional (or considered unlawful). This policy is intended to inform The Redcliffe Aero Club members, board of directors, staff and students of expected etiquette (and consequences of breaches) to protect their personal and professional integrity and The Redcliffe Aero Club image and reputation.

### Policy - Online Social Media Principles

#### Personal Responsibility

- Staff and students are personally responsible for anything they publish online. The Redcliffe Aero Club does not monitor or endorse individual posts. Staff members and students of The Redcliffe Aero Club must not only consider how their posts will reflect on them as an individual but also on the club thus ensuring that the club is not brought into disrepute.
- The Redcliffe Aero Club encourages participation in the online social media space, but urges staff, students and club members to do so appropriately, demonstrating sound judgement and common sense of material published. Should there be any questions as to the post being appropriate or not meeting any legal requirements then it should not be posted.
- When using online discussion forums / Instagram / Facebook etc, a disclaimer may be used to ensure that all parties understand that the forum is not monitored on a full-time basis.

Example may be:

Monitor and Editing Control: The Redcliffe Aero Club reserved the right, but does not have any obligation, to monitor and review content or materials posted on its site and is not responsible for any post material. The views and options expressed are my own and do not reflect that of The Redcliffe Aero Club.

- Potential students / club members may look at The Redcliffe Aero Club staff or students for help with general questions, staff and students should ensure wherever practicable that all enquiries regarding Diploma Courses and VET Student Loans are directed to the RTO Co-Ordinator / Chief Flight Instructor (CFI) or Chief Executive Officer (CEO) whenever possible to ensure that correct and accurate information is given and suitable for public disclosure (i.e.. Not confidential and not a breach of the RTO Standards in anyway)



## **Transparency**

- Staff, board members, club members and students must not suggest that they speak on behalf of the Redcliffe Aero Club in blogs or personal webpages, if they have not specifically been given permission or that responsibility as one of their job roles as outlined in their job description.
- If referencing The Redcliffe Aero Club, the staff member or student should include a visible and clear disclaimer that makes it evident that they are sharing a personal view and not those of the club.
- “The Redcliffe Aero Club” name and logo’s see below, must not be used in personal social media account names, should this occur this will potentially create legal risk for the individual and The Redcliffe Aero Club.

## **Protect Privacy and Copyright**

- Staff and students are reminded to be mindful of ensuring they always protect their own identity and privacy and are encouraged not to divulge personal facts or information that may compromise personal and professional privacy.
- While we encourage and support our staff and students to celebrate their milestones as they achieve their goals in their Aviation learning journey we also encourage them to find a balance between sharing their achievements with family and friends and maintaining a professional persona, we encourage our staff and students to limit the discussion of their activities in open online forums, if they feel it could potentially, directly or indirectly identify themselves or others.
- Confidential information about a student, or another staff member should not be disclosed, unless permission has been given.
- Students should exercise caution when they create an online study group, or a group of any kind used to communicate. Material published should avoid criticism about staff, facilities, other students and should be of a learning and academic nature and should not be defamatory in anyway.

## **Respect**

- Staff and students should be polite and respectful of all individuals, cultures and communities. In particular, be sensitive to cultural issues associated with various groups. Exercise caution on sensitive topics that may cause offence, including religion.
- The Redcliffe Aero Club does not tolerate bullying or any behaviour that is considered to be harassment, dominant or unprofessional, we encourage all staff, club members, students and visitors to work together to maintain a professional, safe and comfortable environment.

## **Professional and Personal lives**

- Whilst online personal and professional personas are likely to cross over in many aspects of club members and staff lives, The Redcliffe Aero Club respects the free speech, however staff and student must remember that the community, colleagues and potential employers may have access to the online content that they post on various social media networks.
- Student, club members and staff should be aware that although we are a club and we have social gatherings they still need to ensure that they do not blur the boundaries of student-staff relationships. Students and staff are reminded that using mechanisms for electronic communication that use password protection such as professional emails ensuring that their privacy is protected.
- The Redcliffe Aero Club recognises that staff, club members and students use social media such as LinkedIn, Instagram and Facebook in the commercial, business and employment. These applications should be used with caution and is subject to this policy when The Redcliffe Aero Club is mentioned.
- With the growing practice of staff and board members using home computers, smart phones, iPads, tablets and other portable devices for work related purposes this may cause an increase in the risk of confidential



information being lost, stolen or accidentally shared, staff should ensure that all work-related content is password protected when using technology devices for work purposes.

- Let official online spokespeople respond to negative posts if students, board members come across negative or unfavourable posts about the Redcliffe Aero Club, its students or staff, or see third parties trying to engage in negative conversations, they should forward them to The Redcliffe Aero Club CEO (Chief Executive officer). The following people are authorised to make amendments and posts on The Redcliffe Aero Club Facebook page:

Deanne Harvey (Administration Officer)

Stephen White (CEO)

Mike Cahill (Club President)

Sam Keenan (Club Vic President)

Lauree Skene-Gordon (RTO Co-Ordinator)

The above staff assist the CEO to ensure all information published on the website meets the Standards for Registered Training Organisations (RTO's) 2015 standards.

### **Breach of Policy**

- Non- compliance with this policy will constitute misconduct which may result in disciplinary action, including a verbal or written warning, or in serious cases, termination of employment or cancellation of enrolment with The Redcliffe Aero Club.
- Students with regulated professions may also face disciplinary action from the professional society or licencing industry bodies.