



St Andrew's College

Social Media Policy

This policy has been developed by the St Andrew's College community
Policy authorised by St Andrew's College Council.

Policy reviewed January 2023
Date to be reviewed January 2024

Part A. Preliminary

1. Definitions

- (i) *Breach*: An instance in which a student posts content that falls below the standards of the St Andrew's College community (as defined by this policy) on a College social media channel.
- (ii) *College social media channels*: All social media profiles, pages, groups or other platforms that are used for the purpose of:
 - (a) organising events and activities that take place within St Andrew's College; or
 - (b) facilitating College-related communications (other than private conversations between members of the College).
- (iii) *Endorse*: Liking, reposting, sharing or otherwise affirming social media content created by others.

2. Purpose

The purpose of this policy is to:

- (i) set clear standards that all students of St Andrew's College must comply with when using College social media channels;
- (ii) ensure that staff and student leaders respond proportionately to breaches of these standards; and
- (iii) provide students with the opportunity to learn about the risks of using social media inappropriately.

Part B. Social Media Code of Conduct

3. Breaches

3.1 *Minor breaches*

- (i) Minor breaches of the Code of Conduct ("the Code") are instances in which students post or endorse immature or juvenile content on social media that is unlikely to cause serious harm or offence to others, but which nonetheless contravenes the values of the College (including tolerance and respect).

(ii) Minor breaches include:

- (a) posting jokes that a reasonable person would interpret as disrespectful and somewhat offensive; and
- (b) encouraging other low-level breaches of the general [St Andrew's College Code of Conduct](#) via social media.

Serious breaches

(iii) Serious breaches of the Code are instances in which students post or endorse content on social media that a reasonable person would deem offensive or inappropriate.

(iv) Numerous minor breaches of the Code may amount to a serious breach.

(v) Conduct is not “reasonable” merely because students of St Andrew’s College deem it to be so. Reasonableness is to be assessed objectively, taking into account contemporary community standards.

(vi) Serious breaches include:

- (a) posting content that a reasonable person would find offensive on the basis that it contains racist, sexist, xenophobic, homophobic or otherwise intolerant sentiments; and
- (b) posting content featuring an individual who has not provided consent for this content to be shared and that is potentially injurious to the reputation or well-being of that individual.

Severe breaches

(vii) Severe breaches of the Code are instances in which students post or endorse content that is highly likely to cause significant harm or offence to – and demonstrates contemptuous disregard for the rights of – others.

(viii) Severe breaches include:

- (a) posting content that is clearly intended to insult or degrade another person; and
- (b) posting sexually explicit materials referring to members of the College community.

4. Assessment of alleged breaches

- (i) Alleged minor breaches of the Code will be assessed by the Senior Student (or a House Committee delegate appointed by the Senior Student).
- (ii) Alleged serious breaches of the Code will be assessed by the Principal.
- (iii) Alleged severe breaches of the Code will be assessed by the Principal at the first instance and referred to the College Council where appropriate (see s 5(viii)).
- (iv) The factors that will be considered when assessing whether or not a breach has taken place (and, if relevant, the type of breach that took place) include:
 - (a) whether a reasonable person would find the content offensive or problematic in some other way;
 - (b) the context in which the post was made; and
 - (c) the apparent intended consequences of the alleged breach.

5. Consequences for established breaches

5.1 Minor breaches

- (i) Where a minor breach is established, the Senior Student (or a House Committee delegate appointed by the Senior Student) will determine a consequence that is commensurate with that breach.
- (ii) The most appropriate consequence for a student's first minor breach is a warning from the Senior Student.

5.2 Serious breaches

- (iv) Where a serious breach is established, the Principal, in consultation with the Senior Student, will determine a consequence that is commensurate with that breach.
- (v) Consequences for serious breaches include:
 - (a) the removal of the student from social media groups for a specified timeframe;
 - (b) a ban from *Students' Club* events; or
 - (c) a fine.

5.3 Severe breaches

- (vi) Where a severe breach is established, the Principal will determine a consequence that is commensurate with that breach.
- (vii) Consequences for severe breaches include:
 - (a) suspension; or
 - (b) exclusion.
- (viii) Where the Principal determines that the appropriate consequence for a severe breach of the Code is suspension or exclusion, the matter shall be referred to the College Council in accordance with 3.10 and 3.11 of the St Andrew's College By-Laws.

5.4 Appeals

- (ix) Students may dispute consequences imposed pursuant to this policy by writing a letter of appeal to the College Council. All consequences imposed will continue to have effect until and unless the College Council resolves to reverse the relevant consequences.

Part C. Reporting, monitoring and investigating

6. Making a report

As with all breaches of the general St Andrew's College Code of Conduct, breaches of the Social Media Code of Conduct can be reported to any leader or member of staff within the St Andrew's College community.

7. Anonymous reporting

A [form](#) on the Drews Intranet can be used to report breaches of the Social Media Code of Conduct anonymously. Data will be collected by the Director of Education & Student Life, who will then provide it to the Principal.

8. Independent investigation

- (i) A Respectful Relationships Officer may be appointed to conduct an independent investigation into an alleged serious or severe breach.
- (ii) The Respectful Relationships Officer will provide the Principal with an independent assessment of whether or not a breach has taken place. This assessment is not binding on the decision-maker responsible for assessing the existence of a breach.

9. Moderating social media channels

- (i) The Senior Student and her or his delegates will take responsibility for moderating content posted on College social media platforms.
- (ii) Where the Senior Student learns of a serious or severe breach of the Code of Conduct, she or he will report the matter to the Principal or Director of Education & Student Life (who will then report the matter to the Principal).
- (iii) Any content that is in breach of the Code of Conduct will be recorded (in the form of screenshots) and deleted. All data collected will be stored on the College server.
- (iv) The Senior Student will be held vicariously responsible for breaches of the Code of Conduct that are not deleted within a timeframe that is reasonable in the circumstances.
- (v) The Senior Student will provide updates to the Principal, at the Principal's request, on social media moderation that has taken place within a particular timeframe. Information provided will include the frequency of minor breaches.

Part D. Ongoing education and policy revision

10. Updates

The Student Life Department will review and, if necessary, update this policy every six months. Proposed changes will be tabled at Education & Student Life Committee meetings for referral to Council for approval.

11. Training

- (i) The Student Life Department will facilitate compulsory training activities that makes the content of this policy known to students.
- (ii) Information to be provided to students will include that:
 - (a) Social media content may be subject to civil litigation where it can reasonably be construed as defamatory or libellous;
 - (b) It is an offence to publish photos and videos of others without their consent;
 - (c) Those who *repost* defamatory or libellous content may be subject to legal action;
 - (d) Reputational damage may arise from social media content; and
 - (e) Employment opportunities may be limited by content posted on social media.
- (iii) Student training will be interactive, use case studies to communicate the boundaries between acceptable and unacceptable social media content, and will equip students with tools (such as “pub tests”) that will help them make informed decisions about social media use.

12. Communication

The content in this document will be communicated in various formats, including video, plain English posters, and so on.