

# Modern Language Teachers' Association of Victoria Inc.

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## MLTAV Social Media Policy

### Summary:

MLTAV continues to develop its range of social media channels to better engage MLTAV committee members, members, employees, supporters (as well as general public posting on formal MLTAV social media sites). These channels are used for professional learning, marketing and general communications purposes and provide a platform for our members and wider audiences to engage with the organisation and each other.

This document aims to establish a process by which MLTAV's online communications can be managed in line with the best interests of the Association's brand and reputation. This policy also sets out expected behaviour for people using social media related to MLTAV activities.

The MLTAV acknowledges the work done by the Geography Teachers' Association of Victoria (GTAV) and Lord Somers Camp & Power House in allowing MLTAV to use content from their social media policies in the development of this policy.

This Social Media Policy was ratified by the MLTAV Committee on 21 March, 2016

This policy shall be reviewed within two years of the date of ratification or as appropriate when affected by Federal or State Government legislation.

The GTAV and Lord Somers Camp & Power House are indemnified of all responsibility for any persons outside of the GTAV acting on the information contained within.

## 1. Introduction

### a. Purpose

This Social Media Policy is intended to provide MLTAV committee members, members, employees, supporters (as well as general public posting on formal MLTAV social media sites) with clarity on the use of MLTAV's social media platforms.

Social media refers to any online media or environment that allows for interaction and/or participation, for example:

- Social networking and micro-blogging sites like Facebook, Twitter
- Video and photo sharing sites like Instragram, Flickr, YouTube & Vimeo
- Wikis and online collaborations (eg Wikipedia)
- Online forums, discussion boards and blogs, including comments.

### b. Responsibility

This policy applies to all who work and/or volunteer for, are members of, represent MLTAV as well as the general public who post on formal MLTAV social media sites. The MLTAV Executive must ensure that this policy is applied within MLTAV programs and activities.

All relevant organisations within Australia are bound by Federal and State legislation and principles established through common law, including those relating to copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws. The MLTAV is committed to adhering to all relevant legislation and this Policy has been developed in line with the organisation's Rules.

### c. Definitions

*Committee* means the Committee having management of the business of the Association.

*Employee* means any person employed by MLTAV.

*Executive* means the Committee positions of President, Vice-President, Secretary and Treasurer having management delegation to represent the Committee of the business of the Association – where appropriate.

<i>Member</i>	any person who has a current membership subscription to MLTAV, including financial term membership, complimentary publication membership and honorary life membership.
<i>Official Use</i>	Official use is defined as an employee, member or supporter using social media as a representative of MLTAV programs or activities. Users must comply with this policy and the guidelines.
<i>Participant</i>	any person who attends an MLTAV program as a participant.
<i>Social Media</i>	For the purpose of this policy, Social Media is defined as any activity or conversation that occurs online, where people can share information or data that might impact MLTAV members or participants.

## 2. Guiding Principles

All MLTAV committee members, members, employees and supporters are encouraged to participate in social media. Whenever a committee member, member, employee, supporter (or general public posting on a formal MLTAV site) is interacting on social media, whether in an official or personal capacity, the following guiding principles should be adhered to:

### Policy DO's

- Be sincere in your contributions. Post with purpose – to inspire, enable or share with fellow members and interested members of the public;
- Respect that other people have different points of view, experiences, passions, time commitments, budgets and confidence levels;
- Promote robust and healthy discussion;
- Use the appropriate platform for your message;
- Keep communication posts legal;
- Keep it relevant to MLTAV interests and activities;
- Protect yourself by ensuring that you utilise the privacy settings available to you on social networking sites, and do not allow open public access, where not appropriate;
- Champion MLTAV programs and activities;
- Create events through the main page instead of creating separate pages and events, where possible.

### Policy DO NOT's

Create content of a discriminatory or derogatory nature. Rich debate is wonderful, and you can do it without being offensive, humiliating or intimidating based on:

- race, colour, ethnicity, nationality or physical characteristics;
- gender identity or sexual orientation;
- religion or non-religious viewpoints (i.e. secular humanism, atheism);
- political belief or activity;
- socio-economic status;
- age;
- pregnancy;
- breastfeeding;
- employment activity;
- industrial activity;
- marital status;
- lawful sexual activity;
- physical, mental or intellectual disability/impairment;
- the ways people express themselves;
- personal association (whether as a relative or otherwise) with a person who is identified by reference to any of the above attributes.

## 3. Naming Conventions

All authorised users (President, Vice-President and Secretary) of MLTAV social media should follow our standardised naming protocol, to ensure social media users, supporters and the public can find and obtain information relevant to them. This requires the Modern Language Teachers' Association of Victoria, Inc. to be reduced to MLTAV. Given some MLTAV social media forums, e.g. Facebook page, are open to public view, consideration must be given to the use of acronyms, ensuring messages are clear and easily understood.

## 4. Personal Use

Personal use is defined as an individual (committee member, member, employee, supporter – as well as the general public posting on a formal MLTAV social media site) using social media as themselves, not as an official representative of MLTAV. This includes people who identify in their personal profile/user account, posts or comments as members. Personal posts that

reference MLTAV, or that are made on an official MLTAV site, must comply with this policy and the guidelines for use. That is, all comments posted on the MLTAV Facebook page, other than by the official administrators, are those of a personal view, rather than a view of the Association, unless authorised by 2 of the official authorised users (see point 5 below). MLTAV committee members, members, employees and the general public are personally responsible for content published in a personal capacity on any form of social media platform. MLTAV expects all members, at all times, to conduct themselves in a professional manner and not to discuss sensitive MLTAV information or say inappropriate things about MLTAV or its representatives or employees. It is also important to note that professional and personal social media activity cannot always be considered mutually exclusive. Committee members, employees and any general public commenting on MLTAV official sites should recognise the potential for damage to be caused (either directly or indirectly) to the MLTAV in certain circumstances via personal use of social media.

## 5. Official Accounts

An official MLTAV social media account (be it a webpage, blog, Facebook, twitter, LinkedIn, Wikis and online collaborations etc.) should stipulate within its bio, page or description that it represents MLTAV. An official account, user or page must be sanctioned by the Executive of MLTAV. The MLTAV President, Vice-President and Secretary are authorised to engage in social media as a representative of the MLTAV.

Authorised persons, must not:

- Post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- Use or disclose any confidential or secure information specific to the MLTAV and/or MLTAV Committee members and/or MLTAV Staff;
- Make any comment or post any material that might otherwise cause damage to the MLTAV's reputation or bring it into disrepute.

## 6. Policy Breach

The costs associated with a breach of this Policy may include misuse of MLTAV resources, damage to the reputation of MLTAV and legal liability.

Misuse of social media can have serious consequences for MLTAV employees, members and / or supporters. If it is deemed that a member of the MLTAV has (Division 2 – 18 c) *'engaged in conduct prejudicial to the Association'* (in the case of this Policy, via the use of Social Media), the MLTAV Executive must refer to Division 2 (Disciplinary action) and Division 3 (Grievance procedure) of MLTAV's Governing Rules. According to these Rules, in the first instance (Division 2 – 20) *'The Secretary must give written notice to the member....'* Division 3 (25) states that, *'Parties to a dispute must attempt to resolve the dispute between themselves within 14 days of the dispute coming to the attention of each party'*. In the MLTAV Rules, a dispute can arise between: a member and another member; a member and the Committee; a member and the Association.

Employees and members who notice a breach of this Policy must report it to the MLTAV Office Manager via email – [info@mltav.asn.au](mailto:info@mltav.asn.au). Users who become aware of any inappropriate or disparaging content published or distributed by others (including employees, members and the general public) against the best interests of MLTAV, should assist by immediately notifying the MLTAV Office Manager – [info@mltav.asn.au](mailto:info@mltav.asn.au)

## 7. Monitoring Posts and Moderation Policy

Monitoring of posts will be overseen by the Executive to ensure this Policy is being adhered to. This may involve spot-checks to ensure Committee members and employees are not creating social media accounts for MLTAV without consent or speaking inappropriately about MLTAV. However, all members are asked to self-manage the pages and advise the office, [info@mltav.asn.au](mailto:info@mltav.asn.au) or 0437 130 976, of any use in breach of the policy for further action, if required. MLTAV must ensure a moderation policy is clear when inviting comments from the public on a MLTAV website or social media platform.

## 8. Reporting Abuse

'Report Abuse' email to [info@mltav.asn.au](mailto:info@mltav.asn.au). This lets users notify employees of a breach of policy. Reporting **must be very specific**, outlining the exact location of the inappropriate material, the person who posted it and time of posting, a screenshot if possible, as well as the contact details of the person reporting the breach.

## 9. Deleting Posts

MLTAV social media administrators hold the right to remove content, comments and posts, where it is identified that the post contravenes this policy. Deleting can only be done by an administrator or the person who originally posted the comments.