Adelaide Central School of Art

Social Media Policy

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Threshold Standard	6.2
Responsible person/s	Operations Manager and Chief Executive Officer

1. Purpose

This policy provides guidance on the appropriate, ethical and professional use of social media by staff, students, contractors and affiliates when engaging in online activities that may be connected to Adelaide Central School of Art (ACSA).

The policy aims to:

- Protect the reputation, values and integrity of ACSA as a higher education provider
- Encourage respectful, inclusive and responsible online engagement
- Clarify expectations around personal and professional social media use
- Reduce risks related to privacy, confidentiality, academic integrity and legal obligations

2. Scope

This policy applies to:

- All ACSA staff (including academic, administration and casual staff)
- Students enrolled at ACSA
- Contractors, volunteers, visiting artists and representatives acting on behalf of ACSA

The policy covers:

- Official ACSA social media accounts
- Personal social media use where there is a clear connection to ACSA
- Content created on any social media platform, including but not limited to Instagram, Facebook, X (Twitter), TikTok, LinkedIn, YouTube and blogs

3. Definitions

Social media refers to online platforms and tools that enable users to create, share or comment on content and participate in social networking.

Official ACSA accounts are social media accounts created, approved and managed by the School for institutional, program or project-related purposes.

Personal accounts are social media accounts used by individuals in a private or personal capacity.

4. Guiding Principles

All use of social media connected to ACSA should be:

Respectful: Acknowledge diverse perspectives and communicate courteously

- Professional: Reflect the standards expected of an arts Institute of Higher Education
- Inclusive: Support equity, diversity and cultural safety
- Lawful and ethical: Comply with relevant laws, regulations and policies including the Code of Conduct, Respectful Behaviour Policy and the Student Misconduct Policy
- Authentic and transparent: Be honest about identity and intentions

5. Official ACSA Social Media Accounts

5.1 Authorisation and Management

- Official ACSA social media accounts must be approved by the School's management or delegated authority.
- Account administrators are responsible for ensuring content aligns with ACSA's values, strategic goals and brand guidelines.
- Login details must be managed securely and transferred appropriately when staff roles change.

5.2 Content Standards

Content published on official accounts must:

- Be accurate, appropriate and relevant
- Respect copyright and intellectual property rights
- Protect the privacy and dignity of students, staff and community members
- Align with ACSA's commitment to inclusion, cultural respect and academic freedom

5.3 Moderation

- ACSA reserves the right to monitor, moderate and remove comments or content that is offensive, defamatory, discriminatory, misleading or otherwise inappropriate.
- Records of serious incidents or complaints arising from social media activity should be retained and reported in accordance with internal procedures.

6. Personal Use of Social Media

ACSA respects the right of individuals to engage in social media in a personal capacity. However, where personal use has a clear or perceived connection to ACSA, higher education standards of conduct apply.

In line with TEQSA expectations regarding student and staff conduct, academic integrity and institutional reputation:

- Individuals should make it clear when expressing personal views that they are not speaking on behalf of ACSA.
- Personal posts must not bring the School into disrepute or undermine confidence in ACSA as an Institute of Higher Education.
- Confidential, sensitive or internal information about ACSA, its staff, students, assessment processes or operations must not be shared.
- Commentary relating to learning, teaching or assessment should be accurate and not misleading.
- Harassment, bullying, discrimination or vilification of any kind is not acceptable, including when conducted online, and may constitute a breach of the School's Respectful Behaviour Code of Conduct.

7. Privacy and Confidentiality

- Images, videos or information about students, staff or visitors should not be posted without their informed consent.
- Special care must be taken when posting work created in learning, teaching or assessment contexts.
- Personal information must be handled in accordance with privacy legislation and ACSA policies.

8. Intellectual Property and Copyright

- Copyright, moral rights and intellectual property laws must be respected when sharing content.
- Artists, authors and creators must be credited appropriately.
- Written permission is to be obtained before reproducing or adapting copyrighted material, including student artwork.

9. Academic Freedom and Artistic Expression

ACSA supports academic freedom and artistic expression. This policy is not intended to limit critical, scholarly or creative discourse. However, such expression should be exercised responsibly and with awareness of the public nature and potential impact of social media.

10. Use of Adelaide Central School of Art Name, Branding and Identity

- The ACSA name, logo and branding should only be used in accordance with approved brand guidelines.
- Individuals must not create social media accounts that appear to represent ACSA without authorisation.

11. Breaches of Policy

Breaches of this policy may result in action under relevant ACSA policies and procedures and may constitute a failure to meet conduct expectations under the Higher Education Standards Framework (Threshold Standards).

- Depending on the nature and seriousness of the breach, consequences may include:
- Student misconduct processes under ACSA student policies
- Staff disciplinary action in accordance with employment agreements and industrial instruments
- Termination of contracts or withdrawal of privileges or access to systems

Serious breaches may have legal or regulatory consequences.

12. Reporting Concerns

Concerns about social media use related to ACSA should be reported to the School's management. Reports will be handled confidentially and in accordance with procedural fairness.

13. Review and Governance

This policy is governed by ACSA's governance framework and supports compliance with the Higher Education Standards Framework (Threshold Standards).

The policy will be reviewed periodically to ensure it remains current, effective and responsive to changes in social media platforms, legislation, TEQSA guidance and best practice in higher education.