

## Bendigo Kangan Institute

# Social Media Policy

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### 1.0 Purpose

Bendigo Kangan Institute (BKI) recognises that social media is an important platform for engaging with stakeholders, sharing information, and promoting the institute's brands, services and initiatives.

This policy aims to establish the responsibilities, standards, obligations and guidance for the appropriate use of social media across BKI branded channels and as a representative of BKI.

The aim of this policy is to:

- Safeguard and enhance the reputation of BKI across social media channels and platforms
- Ensure social media activity is accurate, professional and aligns with BKI's public voice
- Establish consistent guidelines for managing BKI-branded social content
- Clarify the roles and responsibilities of those managing BKI's social media channels

### 2.0 Scope

This policy applies to all Bendigo Kangan Institute employees, consultants, and contractors who engage in social media activity, whether it is paid or organic, on behalf of BKI brands, including but not limited to Bendigo TAFE, Kangan Institute, VETASSESS, and eWorks.

The following are included in the scope of this policy:

- Social networking platforms (e.g., Facebook, X, Instagram, LinkedIn, TikTok, Threads)
- Blogging platforms and forums (e.g., Reddit)
- Email and messaging services
- Video and photo-sharing platforms (e.g., YouTube, Flickr)
- Micro-blogging (e.g., X)
- Podcasting
- Virtual worlds
- Wikis (e.g., Wikipedia)

## Bendigo Kangan Institute

# Social Media Policy

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### 3.0 Legislative Context

Code of Conduct for Victorian Public Service Employees

### 4.0 Policy Statement

Social media activity should reflect BKI, VETASSESS and eWorks' commitment to transparency, integrity, and professionalism. All official social media must adhere to the following guidelines:

#### 4.1 Creating and Managing Social Media Channels

- The creation of any new BKI-branded social media channels must receive prior approval from the CEO, Chief of Staff, and or Manager of External Communications
- All social media posts must be factually correct and accurate, and that respect is shown to staff, students, and the interacting individuals and communities
- The Brand and Marketing team manages all paid advertising on social media and must be authorised through the Head of Brand and Marketing or Manager Campaigns
- All organic posting on BKI channels is managed by the authorised External Communications Staff and must comply with BKI's Brand Guidelines and Corporate Communications Policy and be authorised by a member of the External Communications Team
- Written content and images must comply with BKI's Brand Guidelines and Corporate Communications Policy
- Social media content must be reviewed for accuracy, spelling, and technical errors (e.g., broken links)
- All social media posts are considered corporate records and will be managed in accordance with BKI's records management legislative and compliance requirements for their lifecycle

#### 4.2 Principles of Use

All interactions on social media must uphold the highest standards of professionalism, in line with the BKI Code of Conduct. This includes both official use of BKI branded channels and the use of personal accounts where staff represent themselves in their capacity as an employee/BKI representative (e.g. LinkedIn).

Official use refers to:

- All BKI branded and operated social media accounts

Approval Authority: Chief of Staff

Doc Custodian: Manager, External Communications

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Page 2 of 10

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## Bendigo Kangan Institute

### Social Media Policy

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- Employee use of appropriate personal social media platforms in their official capacity as an employee for work-related networking purposes. Appropriate platforms would include those where the staff member is identifying themselves primarily in their professional capacity e.g. LinkedIn, Microsoft Teams, Zoom or similar.

When representing BKI in any social media context, staff must:

- Always maintain respectful and appropriate communication.
- Monitor public messages closely, ensuring responses are made within 48 hours. BKI social media accounts are monitored from 8:00 am – 5:00 pm on weekdays.
- On weekends and public holidays, a minimum of two check-ins on each day is required for oversight on content, comments, and messages. A standard 10:00 am and 8:00 pm check-in on all social media channels is expected.
- Never engage with defamatory, offensive, or harassing messages. Such content must be escalated immediately to the External Communications Team for review. For further information, refer to the BKI Information Technology Usage Policy.
- As per the Victorian Public Service Code of Conduct, BKI employees must conduct themselves in an apolitical manner. They avoid in the course of their work, any participation in activities which support a political party of independent candidates including attendance at fundraising or similar events.

### 4.3 Image Usage

#### 4.3.1 Official Use

- Consent must be obtained using the BKI Talent Release Form before publishing any photo, video or quote featuring an identifiable person.
- The individual must be informed of how and where their image or words will be used prior to filming, photographing or quoting.
- Completed forms must be submitted to the External Communications Team for proper storage and record-keeping.
- Always follow the BKI Talent Release Form guidelines when capturing or using visual content.

#### 4.3.2 Personal Use

- Always seek consent before taking someone's photo and let them know where you intend to share it

## Bendigo Kangan Institute

### Social Media Policy

---

- Do not publish or repurpose BKI-owned or copyrighted images, videos or quotes on your personal social media
- Personal use of BKI visual assets or content must be approved by the External Communications Team

#### 4.4 Unacceptable Behaviour

BKI is committed to maintaining a respectful and professional online environment. The following types of content and behaviour are strictly prohibited on our social media platforms:

- Posting abusive, threatening, defamatory, or obscene material.
- Sharing fraudulent, deceptive, or misleading information.
- Engaging in bullying, including but not limited to making threats, spreading rumours, verbal attacks, or excluding individuals from groups.
- Harassment of any kind, including unwanted actions or demands, whether related to race, religion, sexual orientation, gender, physical or mental ability, economic status, or any other characteristic.
- Making threatening or intimidating comments towards any person or group.
- Promoting hate speech or content that incites violence or discrimination.
- Sharing potentially defamatory material that could harm another individual or organisation.
- Posting content that is offensive, inappropriate, or irrelevant to the platform's topic of discussion.
- Impersonating others, using someone else's online profile without permission.
- Sharing copyrighted or trademarked material without authorisation, including BKI owned content.
- Using BKI owned material for personal promotion or unauthorised use.
- Breaching laws or regulations governing online communication.
- Posting advertisements, spam, or unsolicited commercial messages, including chain letters or content that promotes goods or services.
- Commenting in a way that could be construed as unprofessional or damaging to BKI's reputation.
- Disclosing sensitive, confidential, or non-public information.

## Bendigo Kangan Institute

### Social Media Policy

---

#### 4.5 Use of Personal Social Media Accounts

When using personal social media accounts and referring to BKI in any capacity (e.g. on LinkedIn), staff are expected to:

- Reflect BKI's values and act in a manner that upholds its reputation.
- Ensure personal commentary does not negatively impact BKI's standing in the community.
- Clearly state that views expressed are personal and not those of BKI.
- Refrain from sharing confidential, sensitive, or non-public information.

#### 4.6 Reasonable and Unreasonable Use

When accessing social media using BKI devices or networks, usage must align with the BKI Information Technology Usage Policy:

- **Reasonable use** includes short personal updates or professional engagement during breaks (e.g. sharing BKI news or commenting on work-related content)
- **Unreasonable use** includes prolonged use unrelated to work duties or accessing/posting material that is offensive, unlawful or in breach of BKI policies.

#### 4.7 Managing Third-Party Comments

Content and comments on our social platforms must align with both BKI's values and the platform's Terms of Use. Any content that fails to meet these standards may be hidden from view to protect the integrity of our online presence. BKI does not delete posts but reserves the right to take further action against repeat offenders, including warnings or removal from accounts.

- In accordance with the BKI Social Media Incident Response Framework, BKI must ensure the organisation responds swiftly, calmly, and consistently to any social media incident that may affect the brand's reputation, student or stakeholder experience, or public perception.

#### 4.8 Advertising/Branding Requirements

- All advertising and promotional materials for social media must adhere to BKI's marketing and branding policies, ensuring correct usage of logos, colours, and other visual elements.
- When promoting courses or training programs, it is essential to include relevant Registered Training Organisation (RTO) and TAFE logos, in accordance with legal and compliance requirements.

## Bendigo Kangan Institute

### Social Media Policy

---

- For detailed guidelines on the proper use of logos, branding, and compliance requirements, refer to BKI's Marketing and Branding Policy.
- The Head of Brand and Marketing is responsible for approving all advertising activity.

#### 4.9 Breach of Policy

In consultation with the CEO, the External Communications team reserves the right to remove any content that breaches this policy. In accordance with BKI's Employee Code of Conduct, disciplinary action may be taken for violations.

#### 4.10 Active BKI Social Media Channels

- Kangan Institute Facebook
- Kangan Institute Messenger
- Kangan Institute Instagram
- Kangan Institute LinkedIn
- Kangan Institute TikTok
- Kangan Institute YouTube
- Bendigo TAFE Facebook
- Bendigo TAFE Messenger
- Bendigo TAFE Instagram
- Bendigo TAFE LinkedIn
- Bendigo TAFE TikTok
- Bendigo TAFE YouTube
- VETASSESS Facebook
- VETASSESS Instagram
- VETASSESS LinkedIn
- VETASSESS Podcast
- VETASSESS Reddit
- VETASSESS Threads
- VETASSESS YouTube
- VETASSESS WeChat
- VETASSESS X
- eWorks Facebook
- eWorks LinkedIn
- eWorks X
- eWorks YouTube

## Bendigo Kangan Institute

### Social Media Policy

#### 5.0 Roles and Responsibilities

Role	Responsibilities
Chief of Staff	Uphold and monitor the policy, procedure and guidelines. Authorise personnel and content.
Manager, External Communications	Uphold and monitor the policy, procedure and guidelines. Oversee management of social media channels. Authorise personnel and content. Oversee management of social media channels.
Head of Brand and Marketing	Uphold and monitor the policy, procedure and guidelines. Oversee management of social media advertising platforms and accounts. Authorise personnel and content.
Manager, Campaigns	Authorise advertising content. Manage social media advertising accounts.
Marketing Campaigns Team	Respond to public comments/messages on paid content.
External Communications Team	Uphold and monitor the policy, procedure and guidelines. Approve, develop and implement content. Respond to public comments and messages on organic content.
VETASSESS Customer Service Team	Respond to public comments and messages on VETASSESS Facebook, Instagram, and LinkedIn channels.
All staff	Ensure compliance with this policy when using social media on behalf of BKI or for personal use.

## Bendigo Kangan Institute

### Social Media Policy

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#### 6.0 Definitions

Word/Term	Definition
BKI	Bendigo Kangan Institute
Social media	Digital platforms that enable users to create, share, and gather content within online communities and networks. Examples include Facebook, Instagram, X, TikTok, LinkedIn, and Reddit, among others.

#### 7.0 Supporting Policy Documents and Forms

Document Name
<a href="#">AQSA User's Guide to the Standards for RTOs 2015</a>
<a href="#">Copyright Act 1968</a>
<a href="#">Equal Opportunity Act 1995</a>
<a href="#">Information Privacy Act</a>
<a href="#">Facebook Terms of Service</a>
<a href="#">Instagram Terms of Service</a>
<a href="#">X Terms of Service</a>
<a href="#">TikTok Terms of Service</a>
<a href="#">LinkedIn User Agreement</a>
<a href="#">Administrative Guidelines on Improving the Cyber Security of Victorian Government Systems and data</a>
<a href="#">Victorian Public Service Code of Conduct</a>
<a href="#">Bendigo Kangan Institute Strategy</a>
<a href="#">Bendigo Kangan Institute Employee Code of Conduct</a>



## Bendigo Kangan Institute

### Social Media Policy

<a href="#">Bendigo Kangan Institute Brand Guidelines</a>
<a href="#">Bendigo Kangan Institute Policy on Information Technology Usage</a>
<a href="#">Bendigo Kangan Institute Corporate Communications Policy</a>
<a href="#">Bendigo Kangan Institute Talent Release Form</a>
<a href="#">Records Management Policy</a>

### 8.0 Version Control and Change History

Ver.	Issue Date	Document Custodian	Description of Change	Approval Authority
1.0	03/06/2019	CCO		CEO
2.0	05/07/2022	Head of Media and Public Relations	Update – inclusion of specific guidance relating to employee expectations when using social media.	Chief Experience and Growth Officer – Interim approval  Board – to be approved
3.0	30/06/2025	Manager – External Communications	Combining BKI, VETASSESS & eWorks social media channels into one document. Updating social media usage with new role introduced into the institute. Updating policy from a procedural document into a policy.	Chief of Staff

## Bendigo Kangan Institute

### Social Media Policy

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#### 9.0 Document Owner and Approval Body

Document Custodian	Approval Authority	Approval Date	Next Scheduled Review Date
Manager, External Communications	Chief of Staff	30/06/2025	30/06/2026