

1. Policy Purpose

- 1.1 This policy outlines the support mechanisms and procedures for managing social media situations that may occur in DNA Kingston Training and Dental Nursing Australia (hereafter referred to as 'the College').

2. Social media used by the College

- 2.1 DNA Kingston Training uses Facebook and LinkedIn. Their website are:

<https://www.facebook.com/dnakingston>

<https://www.linkedin.com/company/3252584?trk=prof-exp-company-name>

3. Responsible Use of Social Media

- 3.1 The College endeavours to keep the Facebook site current, with the site reviewed daily during working hours. Social media is an open and transparent medium and any actions taken on the college's social media are able to be overseen instantly 24 hours a day, 7 days per week by any member of staff or students on a number of devices such as desktop computers, laptop computers, tablets and mobile phones both at the college and away from the college at any given location both in Australia and overseas.
- 3.2 The Facebook site is a valuable communication tool for the College and the Students to find the latest activities, courses and what is generally happening at the college. Students can access the latest photos and student events at the college, as well as other general interest stories. It is a valuable way for the students to communicate to each, to their family and friends and to communicate to the College with feedback regarding suggestions for improvement and praise for excellent events and training.

4. Responsible use of Social Media by the Student

- 4.1 Facebook provides our students with a unique and up to date information portal regarding our organisation; this is an important part of being part of the College community.
- 4.2 Please press 'like' on our Facebook page to become a Facebook friend. All events, information and photos will be posted on this official Facebook page.
- 4.3 Please be advised this page is managed daily and requires discipline in communication, if you are to use, please refrain and ensure defamatory or inappropriate language or issues are not discussed.
- 4.4 Please do not create a new Facebook group or site using the name of Dental Nursing Australia or DNA Kingston or DNA Kingston Training or any similar name that may be seen to represent the College.
- 4.5 If you have any issues regarding Facebook or your photo is on Facebook, please contact Glen Moralee on Ph- 1300855503 or email gmoralee@dnakingston.com.au

5. Regulatory requirements

- 5.1 Social media must comply with the colleges marketing and advertising policies and procedures – please see Marketing and Advertising policy.

6. Administration

- 6.1 This policy and related documentation is accessible by students on the DNA Kingston Training website.
- 6.2 Staff will be advised of this policy and related procedures via email and staff information sessions.

Document Name	Social Media Policy and Procedure	
Document Owner	College Manager	
Version	Date	Improvements made
6.0	March 2019	<ul style="list-style-type: none"> • Reviewed
5.0	March 2018	<ul style="list-style-type: none"> • Updated National Code Version
4.0	July 2016	Created additional responsibilities of the Students to not create a new face book group or site under DNA name.
3.0	July 2015	<ul style="list-style-type: none"> • Policy revised