

SOCIAL MEDIA POLICY

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 (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 Administration on Ph- 1300855503

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.

Kingston Training and Employment Pty Ltd  Provider No: 6811 CRICOS Provider No: 02899B	
Policy Title	Social Media Policy and Procedure
Policy Renewal	Every 2 years
Responsibility	Compliance Manager

Record of updates and changes

Version No.	Issue Date	Nature of Amendment
Version 03	July 2015	Policy revised
Version 04	July 2016	Created additional responsibilities of the Students to not create a new face book group or site under DNA name.
Version 05	March 2018	Updated National Code Version
Version 06	March 2019	Reviewed
Version 07	June 2022	Updated