

Rationale

The College administers several online discussion spaces through social media platforms such as Facebook, where members of the College community are invited to engage, contribute ideas and participate, by sharing a diverse range of perspectives and experiences.

Aims

As the administrator, the College has a responsibility to ensure the integrity, amenity and safety of these discussion spaces, and to ensure that they serve the interests of the College community. We expect all online users to treat each other with respect and courtesy. Our approach should be consistent across the online platform, taking into account different audiences and topics.

Implementation

1. Overview

- 1.1. These guidelines apply to the moderation of user generated content (UGC) appearing on Hazel Glen College websites and on official college social media platforms established on third-party websites, such as Hazel Glen College accounts on external social media sites (Facebook, YouTube etc.).
- 1.2. UGC includes text (comments, posts), photos, images, video and audio submitted for publication on Hazel Glen College social media sites.

2. What is Moderation

- 2.1. Moderation is the review of UGC and the decision to publish, edit or delete the content or at times to engage with the online community.
- 2.2. Moderation is the college's main means of managing the risk of inappropriate UGC being published by users. This risk varies according to a number of factors such as legal risks – defamation, racial vilification, contempt of court or breach of copyright – or other policy risks – publishing material likely to cause harm or offence or material that could be perceived as advertising or commercial promotion.
- 2.3. Moderators of online discussion spaces on social media platforms also need to consider the potential risk of inappropriate content to the reputation of the College.

3. Roles & Responsibilities of a Moderator

- 3.1. The moderator's role is to be objective, impartial, respectful, consistent and fair.
- 3.2. Moderators should strive to keep the interactive space safe for all users.
- 3.3. Moderators should ensure participants do not publish inappropriate personal information such as personal contact details. House Rules can be used to define this for the particular site. (See 9. Information Privacy)
- 3.4. House Rules for each forum will be established and reviewed as required by the College.
- 3.5. Moderators need to monitor the language and tone of contributions to keep the space attractive to potential users. They need to ensure the language of published posts and conversations does not become abusive, aggressive, bullying or intimidating, or contain inappropriate personal attacks.

- 3.6. Moderators may act as online hosts posting opening welcome messages and closing notes.
- 3.7. Moderators are not expected to routinely convey reasons for moderation, deletion or editing to individual audience members. However they should consider keeping records for occasions when moderation decisions are questioned by users or are the subject of a formal complaint. It may be appropriate to maintain file notes on significant incidents, or where an audience member has continued to ignore published house rules, conditions of use etc. These notes may include screenshots

4. Accuracy

- 4.1. Where satisfied that it is appropriate to do so, the College may decline to publish, or may edit, remove, correct or clarify content generated by users that contains a significant material error or is otherwise false, misleading or harmful.

5. Offensive posts

- 5.1. UGC will not be published if the College considers it to be abusive, offensive, bullying or violating laws such as defamation, harassment, discrimination or racial vilification. Such posts will be deleted from post-moderated and reactively moderated sites.

6. Copyright

- 6.1. Moderators should delete or not publish a contribution they reasonably believe to be an infringement of copyright.

7. Commercial references

- 7.1. References to commercial brands in contributions may be acceptable if they are justified, or contextually relevant. An acceptable commercial reference may include providing users with useful information in event diaries. UGC including login or user names that promote a particular brand, product or service will be deleted if the College determines the UGC is part of a marketing campaign.

8. Critical / negative opinions

- 8.1 Anything deemed by Hazel Glen College to be critical or negative will be removed.

9. Information Privacy

- 9.1. Moderators should be familiar with the Departments and Colleges Privacy Policy and relevant online Privacy Statements.
- 9.2. As part of their duties moderators may have access to the personal information of users and contributors. This information can only be used for the purposes of managing the user's involvement in the particular community space. Moderators must not use this personal information in any other way. They should not reveal this information to anyone except where expressly authorised or required to do so by the principal or where required under law.

10. External links

- 10.1. External links included in any contributions should be checked initially or at the earliest opportunity, consistent with the moderation approach in use for the site, to ensure they link to appropriate and relevant content, particularly links to commercial products or services.

10.2. Any links to illegal or offensive sites should be deleted. In situations where the volume of posts makes it impractical to check every link, moderators may remove the links in comments, or reject the comment, but such an approach should be reflected in the house rules of the site.

11. Off topic

11.1. User generated messages are expected to add value to, or advance, the topic of conversation at hand. Moderators should be wary of exchanges between individuals which descend into personal 'slanging matches', with each participant seeking the last word. Off-topic contributions or comments can be deleted.

12. Staff Contributions

12.1. College staff may participate on the colleges social media sites as private users but they should observe any current college or department guidelines for staff use of social media.

13. Security

13.1. Any threats of violence, self-harm or harm to other people or property or other security issues must be referred to the Principal. In the event that a threat appears to be insincere or a hoax, the matter must be referred as if it were genuine.

Related Policies / Documents

None

Evaluation

This policy was created in term 4 of 2014

This policy will be reviewed as part of the College's review cycle